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Escapist environments, restorative experiences, and consumer self-regulation

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ESCAPIST ENVIRONMENTS, RESTORATIVE EXPERIENCES, AND CONSUMER SELF-REGULATION

by

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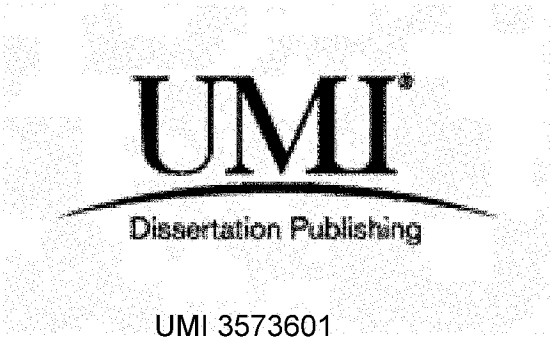

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ABSTRACT

The study of atmospherics recognizes shoppers engage in consumption for more than its utilitarian function. The concept of the recreational shopper recognizes the value-producing process of the consumption experience. This research furthers the understanding of consumption by delving into the value-enhancing process of escaping during the experience, as well as measuring the mediating effects of fascination and authenticity. In this study, a test of an individual's self-regulating behavior and the moderating effects on the consumption experience help determine if predetermination affects an escape experience.

Pictured scenes of restaurants were pretested for their ability to produce fascination and represent and authentic experience. Selecting two scenes rated on the high and low end of the scale of authenticity and fascination, Photoshop is used to change the atmospherics that signal a high and low fascinating experience. From these two pictures, four pictures are created representing the four possible manipulations of authenticity and fascination.

The final analysis indicated that the level of escape in a built environment is positively related to positive affect. When consumers are able to engage in a dining experience that takes them away from their normal lives, they exhibit excitement, happiness, and relaxation. Escape also is a partial mediating factor in fascination, defined as involuntary attention that is effortless. Research in fascination is in natural settings;

however, this study confirms its relationship in a built environment. Fascination reduces fatigue and leads to a restoration of cognitive effectiveness. This study finds that escape partially explains the fascination experience. When provided an escape setting, the consumer is more likely to relax and more open to enjoy the restorative qualities of a fascinating experience.

Interestingly, in this study authenticity is not found to have a significant effect in the escape experience. Indexicality is an important quality in authentic experiences, and once the consumer accepts items and places as authentic, they will become more personally involved with items and places. This research, however, found indexicality is not necessarily required, and is not important in an escape experience. This means escape can be found in environments that are truly unique and untied to the indexicality of the authentic. Self-regulating behavior is found not be a significant contributor the escape experience. Action-oriented individuals are rated high in the active disposition of their actions and avoid difficulties in the completion of a task. This research finds that action-oriented individuals are no differently affected in the escape experience than are state-oriented individuals, who are more willing to "go with the flow," have difficulty in completing tasks, and are generally more likely to fail due to an inability to filter out obstructions. This supports the supposition that the escape from the mundane is a sought after quality desired by both action-oriented and state-oriented individuals.

This study supports the desirable characteristics of an escape experience and its relationship to fascination. Escape is related to positive feelings, which lead to the desire to stay, engage in social behavior, and ultimately add to the value of the consumption experience.

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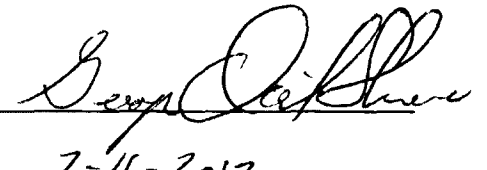
Author 

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ACKNOWLEDGMENTS

Anyone who makes a journey such as this looks back with fond and difficult memories. Six years ago, I started this trek, found friends along the way, and left some behind. At the conclusion of this journey, it is my wish to thank the people who kept me steady and made life enjoyable.

I first wish to thank Barry Babin. Six years ago I walked into his office and told him of my desire to attain a doctoral degree. He provided me a roadmap that I have followed to the best of my ability. Along the way, he has been more than a teacher. He has been a coach who has pushed more out of me than I thought I had. Through patience, guidance, and sometimes a swift kick in the pants, he has kept me firmly on the path to my dreams through the difficulties. He has pulled the chair for me and given me access to people and circumstances that will enhance my career for as long as I work. Even more than all those things, he has been a good friend. I owe him more than it is possible to pay back, other than to uphold the professional standards he expects from his students.

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To my family on both sides, my aunts and uncles who were my role models, who showed me a love of family, I say thanks for the laughter and love. To my sister, who took on the Big C and beat it, and makes her life an expression of survival and success. To my brother Linn, my best friend, who always had my back.

Finally, a word to my parents, whom without I would not be here. To my dad, Harvey Shows Sr., who went to sea at the age of 15 into the mouth of a world war. Injured twice in battle, he nearly died six or seven times. As a merchant marine, his branch suffered the worst losses of any branch of the services during WWII. At the sunset of his life, he survived riding out Katrina on his 50-foot boat in the teeth of a hurricane. His life is a monument to toughness and strength. I love you Dad.

Lastly, I offer a tribute to my mother, Irma Reinike, writer and artist. Mom passed away two years ago. Mom was pure sunshine, happy in the face of all things. She had great pride in her children; like all kids, whenever I felt a loss of self-worth, I called my mom. She had great pride in my desire to get my doctoral degree, and this is a fulfillment of a dream of hers. Thanks mom, I love you. You are the best.

CHAPTER 1

INTRODUCTION

Escapist Environments, Restorative Experiences, and Consumer Self-Regulation

Atmospherics and the Consumption Experience

The study of atmospherics and its impact on consumers crossed a threshold nearly three decades ago when the physical layout of the store was considered to be more than an efficient way to purchase items. The sore itself was designed to elicit pleasure and arousal. Bellenger and Korgaonkar (1980) posited the idea of the "recreational" shopper, an individual who enjoys shopping not only as an economic necessity, but also as a leisure-time activity. The recreational shopper has more unplanned purchases and used shopping as a social activity, while the "economic" shopper was primarily attracted by saving money or time, and is therefore motivated primarily by convenience. The recreational shopper, however, wanted more; their motivation is the prospect of a unique, enjoyable shopping experience. Thus, atmospherics has expanded to include aesthetics that would engage the consumer in a pleasurable experience. The subsequent attention to the interplay between consumer orientation and the retail environment gives rise to consumer experiences as a valid research venue of marketing.

What is an experience? Holbrook and Hirschman (1982) stated that experiences are a "personal occurrence," when a consumer interacts with stimuli such as a product or service, often with emotional significance. Caru and Cova (2003) noted that philosophically, experience is as a "personal trial" which transforms the individual during the process, and can lead to the accumulation of knowledge. This transformation can sometimes be defined as extraordinary (Arnold and Price, 1993). Caru and Cova (2004) posited consumers seek meaning in their experiences; Vezina (1999) considers that experiences are a central element in the life of a consumer, who is looking to make sense of a post-modern world. These definitions focus around the concept of an experience as being a transformation, often with emotional significance, which can bring about an extraordinary occurrence. This transformation can bring about an engrossing quality, where the consumer is physically and mentally immersed in the context of the consumption experience (Caru and Cova, 2003).

The concept of immersion has been defined by Ermi and Mayra (2005) in gameplay experiences by three dimensions; sensory immersion, where the environment "surrounds" the individual, challenge-based immersion, the deeper interaction one has when one is able to achieve a satisfying balance between challenges and skills, and imaginative immersion, when the consumer is able to identify with the characters, and empathies with them and enjoy the fantasy. Pine and Gilmore (1999) recognize this as one of their four realms of consumption experience as an escapist experience, where the balance between active consumer participation and immersion is found. An immersive experience is not just a passive absorption of entertainment; it is the consumer interacting with the environment in the co-creation of a value experience.

Escapism is a valued aspect of many consumer-environment interactions. At Epcot Center in Disneyworld, the customer can be treated to surrounded environments depicting Mexico, Norway, China, Germany, Italy, Japan, Morocco, France, the United Kingdom, and Canada. In each of these pavilions, the shops and restaurants are staffed by citizens of these countries to enhance the escape into a unique culture. In French restaurants, atmospherics are created to identify the consumer with an authentic experience of French culture and haute cuisine. While cultural themes may be the most obvious use of atmospherics to create an immersive experience, servicescapes of all kinds, from retail establishments to theme parks, create a consumption experience that "takes the customer away."

Escapism and Self-Regulation

The role of escapism in a consumption experience has little study in the field of marketing. Huizinga (1955) identified escapism as an aspect of "playfulness," where a customer can "get away from it all." While Pine and Gilmore (1998) define it as the active participation of the consumer with the environment to the point the consumer has an impact on the performance or phenomena, there is no current research on its antecedents or value to the consumption experience. Hirschman (1983) discussed the value of escapism and its role in helping people avoid unhappy events or get away from their anxieties. Other studies mention escapism as a variable in an online experience (Mathwick, Malhotra, and Rigdon, 2001; Song, Fiore, and Park, 2007) and mention its correlation to telepresence, or the feeling of being "virtually there" using a technical medium.

Escape has been presented in the field of tourism marketing as the intersection of active participation and immersion in a unique place. Escapist experiences by definition mean that the consumer affects the performances in the real or staged environment (Oh, Fiore, and Jeoung, 2007). Escapist experiences in tourism are a way for people to leave their daily lives and experience the extraordinary (Oh, Fiore, and Jeonug, 2007).

Escape as a way to remove a person from their anxieties and avoid unhappy events has a place in environmental psychology. Korpela (1989) studied the role of how we use a physical environment to regulate our self-esteem, to balance our pleasure and pain, and help maintain our sense of self. Korpela stated that place-identity is influenced by this behavior and built this on three theories of self-regulation. Sarbin (1983) viewed humans as being guided by performing acts to reduce strain and maintain their cognitive self-view based upon their own personal narrative. Epstein's (1983) cognitive-experiential self-theory posited that in order to maintain a coherent conceptual system and balance our pleasure and pain, we will seek out experiences to maintain that balance and make life livable. Vuorinen's (1983; 1986) constancy principle states that in order for us to function in ways that most benefit us, we will perform acts to reduce tensions, stress, and improve self-esteem. Thus, as a way of reducing personal tensions, maintaining our personal self-image, individuals will escape to places that help them maintain order, promote internal peace, affirm their own image of the world, and uplift their self-esteem.

The study of the value of escape in the consumption experience has yet to be fully considered in the study of atmospherics and sales environments. Perhaps escape is looked at as an outcome of an immersive consumption experience; it is not posited to be a driver

of value or a goal for consumers (See Figure 1.1). This dissertation posits a new way to consider escape; as an experience sought by consumers to take them away from the difficulties of normal daily activity, a way to relieve stress, and promote greater self-esteem. I propose a framework for the study of escape, its mediating effect on authenticity and fascination, its positive relationship to the creation of value, and how that value is related to approach and avoidance behavior. In the consumption of an escape experience, I posit that the transformation created by the active participation of a consumer in an immersive experience yields a greater peace of mind and a restoration from fatigue, a value exchange desired by many consumers.

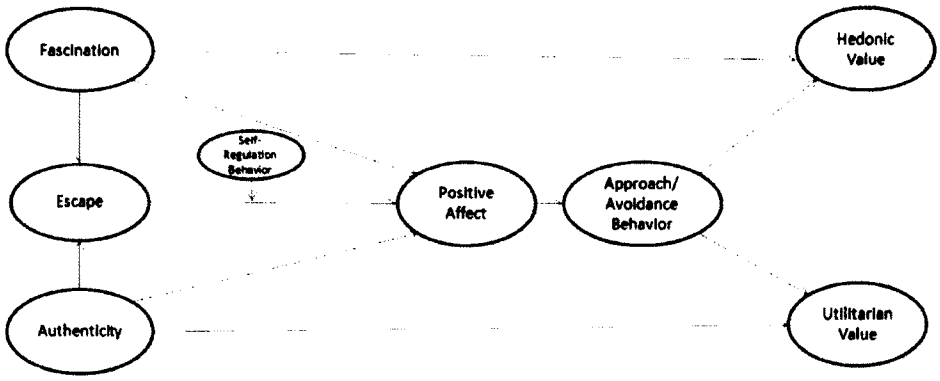


Figure 1.1 *Escapism/Affect Framework*

Purpose of the Research

Objectives

Experiential consumption has been studied in its immersive context (Pine and Gilmore, 1999; Caru and Cova, 2003) and the importance of built and staged environments to create both memorable and meaningful experiences. While the escapist realm is discussed with Pine and Gilmore as being the meeting point between active participation by the consumer and an immersive experience, little study has been

performed to understand the needs and desires for consumers to participate. This dissertation seeks to consider the consumers desire to seek an escapist experience to help self-regulate their life, to main their emotional well-being, and recover and restore from difficult experiences.

While including environmental self-regulation theory from Korpela (1989), built on Sarbin (1983), Epstein (1983), and Vuorinen (1983), I add to marketing theory by introducing the environmental psychology concept of restorative environments, first posited by Kaplan (1983) and included as a possible addition to servicescapes by Rosenbaum (2011). Consistent with the paradigm of the consumer co-creating their value with the producer (Vargo and Lusch 2004) and the concept of the working consumer (Cova and Dalli 2009), I posit that consumers use a servicescape not just for the purpose of fulfilling the need for a product or service, but to reduce their fatigue and increase their cognitive effectiveness.

The aim of this dissertation is first to identify the traditional aspects of atmospherics and servicescapes and their effect on consumer perceptions. Escape will be presented as an important mediator between the concepts of authenticity and fascination. Next I will discuss the different types of experiences, from simple involved states to immersive ones. Finally I will discuss the broad research on self-regulation theory in two contexts. First will be the ability for individuals to successfully perform desired tasks based upon their ability to filter out obfuscations and the cognitive impact it produces on individuals. Based upon this impact, environmental self-regulation states that in order to recover, individuals will desire to go to places that restore their cognitive process capacity and reduce psychological fatigue.

In an escapist experience, it is required the consumer "buy in" to the escapist experience, whether the experience exists online, in the hyperreal world of a servicescape, or a favorite restaurant servicing in a unique cultural setting. The importance of authenticity as an anchor in a potential "unnatural" scene will be posited as a valued moderator that identifies the consumer as having an experience that is real within the context of the servicescape. Authenticity has shown before as an important component of a consumption experience, and its effect in an escapist experience is expected to be considerable.

In the research of restorative experiences, fascination has a distinct definition. James (1892) first directed discussion on what he termed direct attention. James posited direct attention is a finite resource caused by selectively focusing on a problem or task and is under voluntary control. This finite resource produces stress and fatigue when used. Recovery is possible by interacting with environments that require involuntary attention, defined as attention that is effortless, demands no mental effort and is attracted by a "directly fascinating quality" (Kaplan 1989). I posit that fascination is also related to hedonic value.

Self-regulation states that in the completion of tasks there are two types of cognitive states, the action-oriented individual and the state-oriented individual. Action-oriented individuals will have firm intentions at the start of initiating an action (Babin and Darden, 1995). They execute their plans and have strong coping mechanisms to defer competing environmental messages that could obfuscate the completed task. State-oriented individuals are more easily affected by incursions into their projected plans and are noted to have low self-regulatory capacity. State-oriented individuals have an

approach and avoidance behaviors that are more passive (Bagozzi, Baumgartner, and Yi, 1992). Based upon these two types of individuals and their ability to focus on the completion of tasks, they are posited to react differently to the immersive quality of an escapist experience.

To determine the effectiveness of an escapist experience in relation to the effects of fascination and authenticity, a discussion of atmospherics and sevicescapes that identify with an escapist experience will be provided here as those consistent with a functional understanding of an authentic and fascinating qualities experience. An example of 2 x 2 frames identifying the qualities of an environment rated low in escapism versus high in escapism is posited against those qualities considered to be low in authenticity and fascination versus those related to be high in authenticity and fascination. Based upon an understanding of the part that authenticity and fascination are mediated by escapist experiences, the following experience environments (Figure 1.2) are introduced to consider the level of authenticity and fascination contained in these escapist servicescapes.

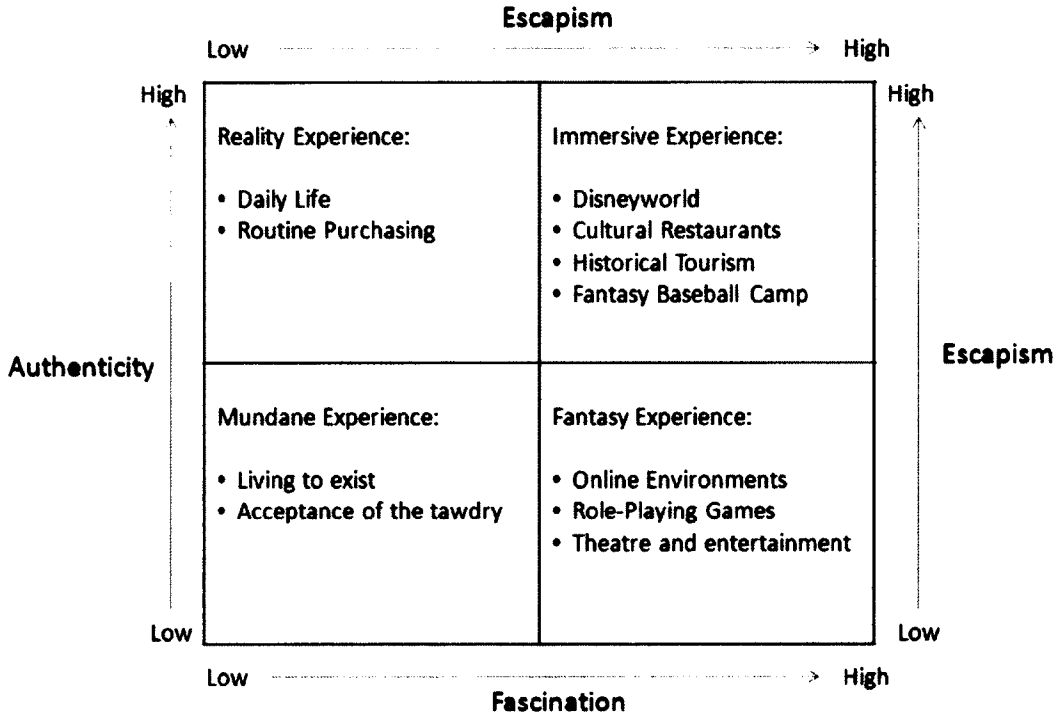


Figure 1.2 *Experience Descriptions Based upon Their Fascinating/Authentic Properties*

The following are descriptions of these environments based upon their levels of fascination and authenticity.

Low Fascination/Low Authenticity – is a mundane experience. It is posited to be limited in escape and in being limited in authenticity and fascination; it is an experience that is highlighted in the "simply living to exist." An existence low in authenticity is also one that the search for the real, sincere experience is not required, and the mundane and untrue is considered acceptable. Low fascination includes the lack of escape and the focus on the day-to-day, an environment high in fatigue and stress.

Low Fascination/High Authenticity – is posited to be a reality experience. This form of fascination/authenticity is defined as our daily life, with little escape from our normal existence. Behavior in a reality experience includes routine purchasing and the

performance of those activities necessary for daily survival. Such an environment does not preclude the ability to escape but attention is required and unavoidable.

High Fascination/Low Authenticity – is posited to be a fantasy experience. This can be an immersive experience as well, but has a low connection with authenticity and can be considered a totally built environment. Its high fascination, with stimuli that provide involuntary attention that is effortless, encourages the interaction with the environment. Escapist environments promote active participation in the immersive experience and enhance fascination.

High Fascination/High Authenticity – is posited to be an immersive experience. A high authentic environment with the fascinating qualities of effortless and involuntary attention will have cognitive and emotive factors that will balance the escapist factors and create the completed feeling of "being away" in another place and contribute to its restorative qualities.

It is posited that environments in high fascination/high authenticity will be environments most conducive to experiences that restore a consumer's cognitive effectiveness, promote self-esteem, and provide the greatest value experience compared to those environments low in fascination and authenticity. Because of their effect on reduction of stress and fatigue, these emotive factors will make escapist experiences positively related to hedonic value. Because of the ability to allow consumers to escape from their routine, individuals will be drawn to these places again and again, and ultimately escapism is will be found to increase the resource expenditures of companies that perform this service.

Contributions

While escapism is mentioned by Pine and Gilmore (1999) as an important realm of the consumption experience, it has not been studied as a detailed body of research in service and selling environments. Perhaps this is because of the difficulty of defining exactly what entails the properties of an escapist experience. Despite this, the preponderance of evidence notes that there are consumption experiences high in their level of escape. Understanding the theoretical properties of escape and our desire to immerse ourselves in them would prove valuable.

Contribution to Marketing Theory

This dissertation provides a contribution to marketing theory in the following manner. First, escapism has been confirmed to be a quality desired by individuals in the search for a restorative experience (Kaplan 1989). An environment that reduces stress and fatigue is found to involve situations that involve creating a psychological distance from the usual day-to-day routines. Because of this quality, environmental self-regulation states that individuals will seek out places that are high in escape to help maintain a balance between pain and pleasure. Korpela, Hartig, Kaiser and Fuhrer (2001) found that experiences in favorite places were dominated by restorative ones. In essence, our favorite places restore us. By adding the restorative qualities of an escapist experience to marketing literature we add another factor of atmospheric qualities.

Escapism is an understudied field of research, and authenticity and fascination has proved to be a difficult concept of study. This dissertation combines these concepts into a framework that tests the viability of each of these to contribute to the value experience

and finds the possibility that in a built environment, it maximizes the role of escape by the interdiction of authenticity and fascination to create a valued consumption experience.

Authenticity is a problematic and insufficiently explored concept and as such hinders its practical application (Wang, 1999). The use of authenticity as a psychological "anchor" in an escapist environment can help confirm the concern that the consumer's experience they are having is genuine. Worthhen (1981) equated the concept of authenticity to "how things really are," and with an environment high in authenticity, a consumer in created environments such as Disneyworld, a French restaurant, and in any invented servicescape with cognitive markers that identify an experience as being real.

Fascination is a significant factor in the reduction of stress in the field of environmental psychology and is now starting to find its place in the servicescapes (Rosenbaum, 2009, 2011). This dissertation will expand the use of fascination to add to its impact on service environments through the mediation of escape. It is posited that escape will help to explain the relationship between the ability of fascination and authenticity and its ability to produce positive affect, and ultimately a value experience.

The frame provided to explain possible interaction environments with escapist qualities when compared to authenticity and fascination contributes to the categorization of environments by their qualities to elicit experiences that restore consumers and add to their overall value experiences. The proposed structure here allows marketing professionals categorize environments by the ability to illicit experiences that take consumers away in both real and hyperreal worlds, and proposes a broadened understanding of the effect of atmospherics.

Finally, this research helps to deepen an understanding of the purposes of consumers when they desire an escapist experience. "Third places," where consumers meet with other friends to interact and socialize, provide a valued function by reducing stress and fatigue and promoting a situation that will restore cognitive effectiveness. Consumers in the search for a restorative place also seek compatibility, a commonality that helps to confirm their own self-value. I propose these individual factors as major components for the creation of valued experiences and are noted in research as reasons for returning to their favorite places.

Contributions for Practitioners

Businesses spend enormous sums of money every year in the creation of atmospherics that entice consumers to spend time and money in their establishments. Lighting, color, sound, and atmospherics of all variety are built to engage the consumer in a valued exchange. However, businesses fail at alarming rights, while others of a similar nature right next to them succeed. While many factors are undoubtedly involved, the design of environments where consumers feel they can find a haven from the everyday stress of life is a worthy contribution to the success of the organization. By designing places that create an escape, it augments their establishment with one of the contributors to a consumer's understanding of a favorite place, and as such, consumers potentially will seek these establishments repeatedly.

While places may have an escapist feel, consumers still need persuasion the place they are visiting contains a genuine experience. Using signs of authenticity, and promoting the escapist environment with cues consistent to the environmental context, moves the consumer to consider the experience to be a real escape to a different place.

French wine in a French restaurant, servants from the regions your store proposes to originate, and an authentic recipe from a special place "take us away," to that designed world and allow us to leave our own for a moment. By adding signs of authenticity, practitioners will provide cognitive cues to the realism of the built world they have entered.

For practitioners, to understand the importance their customers see in the store or servicescape helps to provide an environment that fulfills their desires. Customers who find a place where they can find their friends, recover from the events of the day, and restore themselves are likely to revisit this place. When creating a store layout, consideration to creating places where consumers can "get away" for a few moments, focus on friends and family, and removed from their normal existence. By understanding consumer wishes to escape and recover, businesses can create environments that consumers will wish to repeatedly visit and enjoy.

Organization

This dissertation is organized in the following manner. Chapter 1 involves an overview on the current understanding of experiences and an important component of restorative experiences, that being escapism. Provided is a proposed framework for the study of escape and the moderating effect of authenticity and self-regulation orientation. A matrix for the study of the interaction of authenticity and escape with self-regulation behavior as a moderating effect provides for both study and a posited categorization of built environments based upon their level of escape and authenticity.

Chapter 2 will provide a literature review of current research and its connection to the proposed conceptual framework for the study of escape. The escape/authenticity

categorization framework is considered, and the proposed hypothesis is given. Chapter 3 will contain the research methodology for the study of the proposed hypothesis and the proposed data collection. Chapter 4 will discuss the details of the data analysis and the empirical results. Finally, Chapter 5 will conclude the dissertation with a discussion of the findings, the implications of the results, the contribution of the studies, the limitations of the research, and the suggestions for future research.

CHAPTER 2

LITERATURE REVIEW

Atmospherics

The study of atmospherics dramatically changed its focus to customer perception and purchase intentions with the dawning of consumer behavior in marketing. Much of the early work was on the ideal configuration for the store. Self-space, rows, and levels (Cox, 1964, 1970; Kotzan and Evanson, 1969; Frank and Massey, 1970) influence sales and units sold. Loud music (Smith and Currnow, 1966) has a significantly detrimental impact on time spent in a store. A study in price advertising (Chevalier, 1975) didn't find a significant difference in unit sales between items with deep price cuts (12%) and threshold price cuts (6%). Woodside and Waddle (1975) found a significant price and point-of-sale interaction, where consumers purchased more products when a price reduction couples with a point-of-sale promotion.

Kotler (1973) first coined the term "atmospherics" when describing businesses with a "conscious designing of space to create certain effects on buyers." In describing atmospheric effects, Kotler used the channels of sensory experience: the visual channel (color, brightness, size, and shapes), the aural channel (volume and pitch), the olfactory (scent and freshness), and the tactile (softness, smoothness, and temperature). Kotler posited that an effect of atmospherics on a buyer's sensory perception could modify the buyers information and affective state and could affect the buyer's purchase probability.

With the advent of methodology tools such as free-association techniques and in-depth interviews, marketing was capable of better understanding the impact of store atmospherics on consumer satisfaction. Donovan & Rossiter (1982) conducted the first involved study of the effect of atmospherics and approach-avoidance behaviors using a Stimulus-Organism-Response (S-O-R) paradigm developed by Mehrabian and Russell (1974). The S-O-R model gave marketing researchers a methodology for the study of responses to environmental investigation: first, stimulus taxonomy, then a set of mediating variables, then taxonomy of responses (Donovan & Rossiter, 1982). The S-O-R model has become the foundation of the majority of studies on atmospheric and servicescape responses. Donovan and Rossiter would map their research on store atmospherics from the Mehrabian and Russell 1974 study of responses to environmental behavior.

Stimulus factors in the study included the "load" or information rate of an environment, defined by its complexity and novelty. Novelty deals with the unexpected and the surprising (Mehrabian & Russell, 1974). Complexity pertains to the number of items and their movement in the environment. Donovan and Rossiter also discuss the extent to which individuals screen the information received. "Screeners" are selective in what they perceive. They match Kuhl's (1992) interpretation of action-oriented behavior, in which an individual has preset activities and are less susceptible to non-important or extraneous stimuli. "Nonscreeners" are less selective, and are more aroused by complex and novel stimuli. These are consistent with Kuhl's definition of state-oriented individuals, who possess characteristics of lower strength and possibly greater affected by interference (Babin & Darden, 1995).

Mehrabian and Russell (1974) proposed that three emotive states mediate the approach/avoidance behaviors in environmental encounters. These responses are known as pleasure-arousal-dominance, or PAD. Mehrabian and Russell developed scales to measure each of these three states. Each one of these scales is more than just the sum of their labels; they represent a multidimensional scale. Pleasure is actually a bidirectional scale. Pleasure is pleasure-displeasure (Donovan & Rossiter, 1982), the degree to which a person feels good (or bad), happy, joyful, or satisfied with an environmental situation; arousal is arousal-nonarousal, the degree to which a person is excited, stimulated, or active in a situation (or not). Dominance is dominance-submissiveness, the level in which a person feels in control of a situation, or in submission to a situation. These three states posited by Mehrabian and Russell are orthogonal and, with varying degrees, carries the ability to explain emotive states.

Responses to environmental stimuli cover four possible aspects of approach-avoidance behavior (Donovan & Rossiter, 1982). They are the desire to stay or to avoid an environment, the desire to explore an environment, the desire to communicate or avoid communication with others in an environment, and the degree of enhancement or hindrance of performance with task performances provided from the stimuli. The Mehrabian-Russell Model is shown in Figure 2.1.

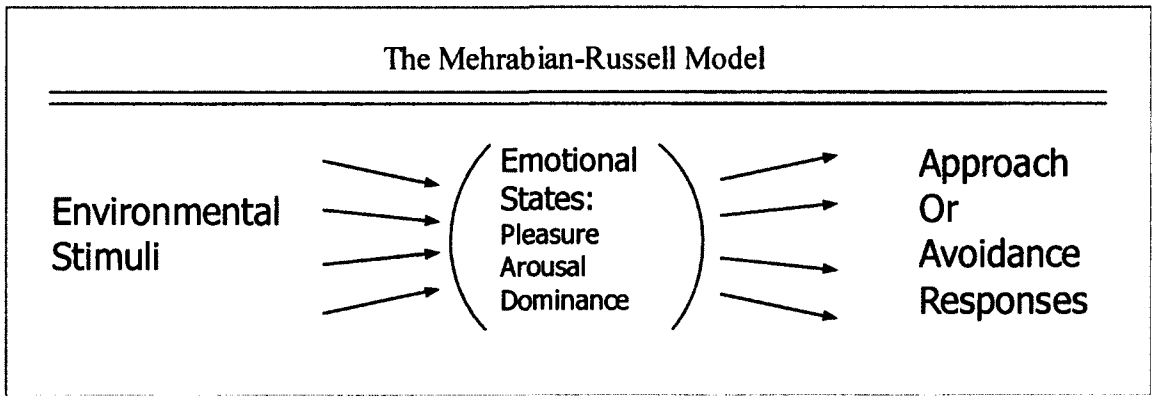


Figure 2.1 *Meharbian-Russell Model (Donovan and Rossiter 1982)*

Donovan and Rossiter noted in their analysis and results that, as a factor, dominance was weak. The three intended dominance items in their study loaded on the pleasure and the arousal factor. This and the coefficient alpha of Dominance (.65) (lower than the Pleasure (.90) and Arousal (.86) factors) led them to caution any generalization. Donovan and Rossiter suggested that pleasure is a primary determinate in approach-avoidance behaviors.

Because of Donavon and Rossiter's groundbreaking work, several subsequent articles studied environmental effects with only two dimensions. Russell and Pratt (1980) used bipolar scales of pleasure and arousal to study environmental effects. They found the meaning that people give to environments divided into perceptual-cognitive meanings and affective meanings. Donovan, Rossiter, Marcoolyn, and Nesdale (1994) used pleasure and arousal to emotions during the shopping experience instead of just before or after and found that the store environment was an important predictor of willingness to spend time in the store and spend more money. Sherman, Mathur, and Smith, (1997) performed a large-scale study of shopping experiences related to store environments and

found that pleasure is associated with money spent and affinity for the store, and arousal is associated with money and time spent in the store.

Yani-de-Soriano and Foxall (2006) questioned this process, arguing that the P-A-D model developed around three orthogonal dimensions, not two. Without dominance, they contend, you cannot separate emotions into their full spectrum. Mehrabian (1996) contends that a three-dimension emotional model includes dominance to characterize important differences between such emotions as anger and anxiety. Foxall and Yani-de-Soriano (2005) found that in two sub studies performed in Venezuela, all three emotional variables explained 27 percent and 37 percent of the variability in the approach-avoidance behavior. Foxall (1997) supports these by finding that pleasure, arousal, and dominance all have an impact in affecting a consumer's approach behaviors. Thus, dominance, properly operationalized, is a factor determining approach-avoidance behaviors when exposed to environmental stimuli.

Atmospheric Categorization

In their book on retail management, Berman and Evans (1995) divide atmospherics into four different variables. External variables included exterior of the building, including size, color and shape, style, and landscape, and the surrounding area. The general interior variables included the flooring, lighting, music, and the color and texture of the walls, including environmental issues like width of the aisles, the temperature of the room, and the general cleanliness. The layout and design entailed how the building augments traffic flow and the location of "dead areas," the location and grouping of merchandise, the waiting rooms, the placement of checkout areas, and the overall internal architecture. Finally, the point-of-purchase area is a variable, including

point-of-purchase displays, pictures and artwork, degrees and certificates that display the competency of the establishment, and the product displays and signs. Turley and Milliman (2000), in their review of atmospherics, include a fifth category, the human factor, including employee characteristics and the uniforms they wear, as well as consumer variables such as crowding and the characteristics of the customer base.

External variables have recently received more attention in the study of atmospherics after the publication of the Turley and Milliman (2000) article. Kotler (1973) first mentioned the importance of exterior design when discussing that executives should have familiarity that contribution to atmosphere realization, including architecture, or the atmospherics of a building's exterior structure. Turley and Chebat (2002) described exterior design as part of the atmospherics that integrate into a strategic planning process; retail strategies would entail controlling retail atmospheric variables that ultimately effect consumer-shopping behavior. Pan, Su and Chiang (2008) suggest that exterior factors, including scenic views designed for the customer, significantly affect visitor satisfaction and purchasing behavior based on studies conducted at two wineries.

Internal variables have a greater share of conducted research, including specific areas of general interior variables to the overall perception (Turley and Milliman 2000). Donovan and Rossiter's (1982) study, conducted on 12 different types of retail outlets, was concerned with the inducement of pleasure and arousal, and the ability of pleasure and arousal to affect approach-avoidance behaviors. Donovan, Rossiter, Marcoolyn, and Nesdale (1994) measured pleasure and arousal during the shopping experience in two discount department stores. Ward, Bitner, and Barnes (1992) studied both exterior and

interior environments of fast food restaurants, showing that environmental features play a role in categorizing retail services.

Studies on specific interior variables include sensory experiences in shopping environments, including odor (Hirsch, 1995; Spangenberg, Crowley, & Henderson, 1996; Michon, Chebat & Turley, 2005), music (Milliman 1982, 1986; Areni & Kim, 1993; Tansik and Ruothieaux, 1997; Dube 2001; Mattila & Wirtz, 2001; Grewal, Baker, Levy a& Voss, 2003; Garlin & Owen 2006; Vida, Obadia, & Kunz, 2007), lighting (Baker, Levy, & Grewal, 1992; Areni & Kim, 1994; Summers & Hebert, 1999; Countryman & Jang, 2006; Ballantine, Jack & Parsons, 2010), and color (Bellizzi, Crowley, & Hasty, 1983; Bellizzi & Hite, 1992; Babin, Hardesty, & Suter, 2003; Chebat & Morrin 2007). Store layout studies have focused on how the arrangement of retail environments and store departments affect shopping behavior (Turley & Milliman, 2000). Turley and Chebat (2002) raise the question of the uniformity of store designs, consistent with studies on how store knowledge and time pressure affected impulse purchases (Park, Iyer, & Smith, 1989).

Point-of-purchase studies include product displays, signs, shelf space, wall displays such as certificates of competency, and posters. Product displays have found to have a significant influence on sales (Chevalier, 1975; Wilkinson, Mason & Paksoy, 1982), especially when combined with sale information. However, benefit signs (McKinnon, Kelly & Robinson, 1981) perform better than only-price signs. Patton (1981) found when items were of similar quality, consumers chose goods that provided the most information.

Finally, the human element, which includes consumer characteristics, crowding, and employee characteristics was added by Turley and Milliman (2000). Human factors can be categorized into two factors, the effect of other shoppers on shopping behavior, and the effect of employee appearance. Stokols (1972) first identified the concept by breaking it into two components, a physical condition and an experiential state. A physical condition means the actual density of individuals within a limited space, while an experiential state was posited to be a person's perception of the relative space. Harrell and Hurt (1976) confirmed and expounded further by positing that factors that affect perception of crowding include past crowding experience (being accustomed to high density environments), time awareness (limited mobility in high-density environments reduces shopping effectiveness and increases time pressure), and individual characteristics such as impatience. Hui and Bateson (1991) studied the experiential state and physical condition and found that when consumers had some control of their situation, they could minimize the negative outcomes of crowding. This research confirms the concept that control as a response factor to environmental stimuli has a moderating impact on perception.

Employee appearance as a purchase factor was studied by Solomon (1985), noting the uniform is a service package. Even if the clothing is not an accurate indicator of the qualities that an individual has, others will respond as if these qualities are present. Furthermore, uniforms transmit the dominant values of the company to the consumer. Baker, Levy, and Grewal (1992) found that a store with a high social environment (ones where there are more employees on a given floor and were friendlier) created greater feelings of arousal. Donovan and Rossiter's (1982) study implies arousal can increase

time spent in a store and increase the willingness to interact with employees. This one-on-one interaction between consumer and employees is especially important in service encounters, where such factors are a major determinant in service satisfaction and loyalty (Gronroos, 1990).

Along with factors, including interaction between consumers and the employees and the environment are the innate human characteristics that regulate their reaction to environmental stimuli. Babin and Darden (1995) studied the role of the consumers' characteristics that are more or less resistant to reacting to the environmental cues of atmospherics. Following Kuhl's (1992) theory on self-regulation, they posited the potential outcomes of the two personality types from this theory. The first is the action-oriented state, which forms in individuals with a high degree of internal directive force. Action-oriented individuals develop firm intentions at the start of a task and have developed effective coping mechanisms that defer competing action tendencies in completion of the task. State-oriented individuals are guided by more social and emotional elements. They distract easily from competing obfuscations and are more prone to distraction. Because of the distraction, they display poorer performance in the accomplishment of a task versus action-oriented individuals. Babin and Darden (1995) found support for the supposition that state-oriented individuals would be more susceptible to contextual influences and display greater feelings of arousal, which would have much greater impact on resource expenditures. Action-oriented customers display far less impact by contextual influences. However, the increase of resource expenditures reduced the utilitarian shopping value of the experience. Babin and Darden (1995)

speculate this is due to the reduction of shopping task efficiency, and points to a factor that requires study for any shopping experience, the role of self-regulation.

The combination of sensory experiences has varying effects and considered holistically when determining overall effect (Bitner, 1992; Mattila and Wirtz, 2001). Music has an impact on sales, arousal and perception of time spent in the environment (Turley and Milliman, 2000); in combination with particular scent, music enhanced a consumer's evaluation of their shopping experience (Mattila and Wirtz, 1992). Michon, Chebat, and Turley (2005) found that ambient odors moderated a consumer's perception of a mall environment when under medium density conditions. Babin, Hardesty, and Suter (2003) discovered that combinations of light and color affect the perception of price fairness. Ballantine, Jack and Parsons (2010) found that facilitating stimuli such as comfort and lighting are needed to maximize the effect of interactive displays. These findings confirm that interactions of effects will yield different results and should all be taken into account.

Servicescapes

Atmospherics initially revolved around the retail environment experience. Bitner (1992) first posited the extension of atmospherics include service environments, where the consumer and "producer" meet to enact a service exchange. Dubbed servicescapes, these environments affected both the consumer and the employees. Servicescapes are defined as the manmade, physical surroundings, as opposed to environments deemed natural or social; present a location where both consumer and employee interact in a (hopefully) value-producing way. The level of interaction required between consumer

and employee to complete the exchange determines the design needed in the environment to facilitate the exchange.

Servicescapes elicit both cognitive and emotional responses. Kaplan and Kaplan (1982) found that built environments could elicit cognitive responses that influence a person's belief about a place and the people in that place. Ward, Bitner and Barnes (1992) showed that we identify and categorize restaurants by certain cognitive cues of typicality. These cues serve as mnemonic shortcuts and help us distinguish between different types of servicescapes (Bitner 1992). Cognitions and mnemonic cues are formed not from the individual characteristics of the servicescape but from "the whole package" (Bitner 1992). Because of the complete package, all the features of the physical design need consideration for both their effect on consumers and employees.

The creations of online environments engender many of the same qualities of built servicescapes. Ermi and Mayra (2005) discuss the components of online environments that encourage enjoyment and pleasure, including flow experiences. First, environmental juxtaposition and conflict provide novelty to the situation provided. Novelty here is consistent with Kaplan and Kaplan's dimension of novelty, the new and interesting. Next is attention to detail, or a relationship in the environmental creations to each other. This appropriateness, considered by Babin, Chebat, and Michon (2003) is a key element in atmospherics. High appropriateness, or fit, is associated with higher product quality, a more positive affect, and an increased hedonic shopping value. Finally, Norman (1993) defines cognitive experiences with two dimensions; experiential cognition is moment-to-moment reactions to events we encounter, while reflective cognition requires careful and deliberate thought and consideration over a period. Reflective cognition is considered the

key to learning environments and Norman warns against the lack of learning in environments that do not contain aspects of reflective learning. As with atmospherics in a retail experience, online atmospherics contain both an emotive and cognitive element.

While servicescapes are manmade physical surroundings, hyperreality environments are servicescapes with no clear distinction between the real and the imagined. The hyperreality concept was conceived by Jean Baudrillard (1983; 1993), one of the leaders of the post-modern movement. Beaudrillard's philosophy focused around the difficulties of distinguishing between the real and the hyperreal, not because of the difficulties of determining which conditions exist in reality and what is contrived, but by his philosophy, nothing is real. In the understanding of a post-modern reality, each one of us makes concessions with reality. In these concessions, we decide what we choose to understand and ignore. Therefore, the realities that we see are creations within us, and a reality outside our conditioned understanding does not exist.

While not accepting the concept of a post-modern world nor the concept that all is non-real, the concept of hyperreality is worthy of study because it helps to understand our interactions with created or built environments. Hyperreality follows four phases (Beaudrillard, 1994) of reality and experience. First, there is engaging in the direct experience of reality. Next is working with working with experiences and representations with reality. Third is the consuming of images of reality. Finally, there is the taking of images as reality. This final stage is Beaudrillard as the simulacra, or hyperreality.

Hyperreality environments are those such as Disneyworld, EPCOT, or television dramas. The hyperreal and the interaction with customers who define their realities can create a more distinct and unambiguous experience than the reality we currently accept

(Edvardsson, Enquist, and Johnson, 2003). Hyperreal experiences in marketing are a way of producing a co-creating experience in a service situation (Edvardsson, Edquist and Johnson, 2003).

Mehrabian and Russell (1974) explored emotional responses to environments. Donovan and Rossiter's (1982) work found environments that elicit feelings of pleasure are the ones where people are most likely to spend time and money. Environments are also found to be capable of eliciting affect. Kaplan and Kaplan (1982) explored natural environments and found that the preference for such environments can be predicted by three environmental dimensions, of which two Bitner declared are important to understanding the effects of atmospherics: the first is complexity, or the visual richness and information rate of an environment. Next is mystery, or the unknown of an environment. Finally, there is compatibility, or the coherence, which refers to how well a person blends with its surroundings. Complexity increases emotional arousal (Bitner, 1992), while compatibility influences positive evaluations (Nasar 1989). An increase in preference corresponds with an increase in compatibility (Nasar 1987). Statten, Mehmetoglu, Svensson, and Svaeri (2009), in a study of a winter park located in the eastern part of Norway, found the interactions between the employees and the consumers are positively related to feelings of joy. This supports Baker, Levy and Grewal's (1992) earlier study of high social environments. The study noted that environmental design directly affected customer's feelings of joy as well. Design is the focusing on the tangible aspects of a customer's experiences and refers to the physical context of atmospherics that they experience (Statten, Mehmetoglu, Svensson and Svaeri, 2009). The study

supports atmospherics as experienced holistically, consistent with Bitner (1992), Kaplan and Kaplan (1982).

The Experience Economy

The notion of memorable experiences is part of the concept of the experience economy. It was first mentioned by Pine and Gilmore (1998) and ultimately the focus of many different fields of research, including tourism, hospitality, archaeology, entrepreneurship, natural settings, and servicescapes. Statten, Mehmetoglu, Svensson and Svaeri (2009) confirm that experiences need to be memorable in order to retain current customers and attract new ones.

"Experiences," in the World English Dictionary, is "to be exposed to, involved in, or affected by something." An "experience economy's" foundation is the understanding that experiences, through which the consumer is exposed, involved with, and affected by, are valuable and are capable of exchange in an economic system. The basic tenets of the experience economy center on the concept that experiences are different from services, as distinctly as services are from goods.

Experiences are a unique extension of "good," a premium, differentiated product, thought of as the fourth economic offering to consumers. The first offering, a commodity, follows the economic definition of a fungible good (Pine and Gilmore 1999), and is simply "they are what they are." Commodities have only the economic value of their good, and every trader of the commodity expects the same price for the good as another. The second offerings are goods, defined by Pine and Gilmore as tangible items sold to anonymous customers, built from commodities. Differences can exist between goods resulting from the skills and knowledge imparted by the builders of the goods. Services

are third, and are intangible activities customized to fit the individual requests of customers (Pine and Gilmore 1999). Sometimes the lines between goods and services blur, just as restaurants provide both a good (food) and a service. They are highly differentiated and are capable of commanding a premium price. Finally, the fourth offering is experiences, deigned to be at the top of this progression, designed to engage customers in a personal way (Pine and Gilmore 1999). This relationship is shown is Figure 2.2.

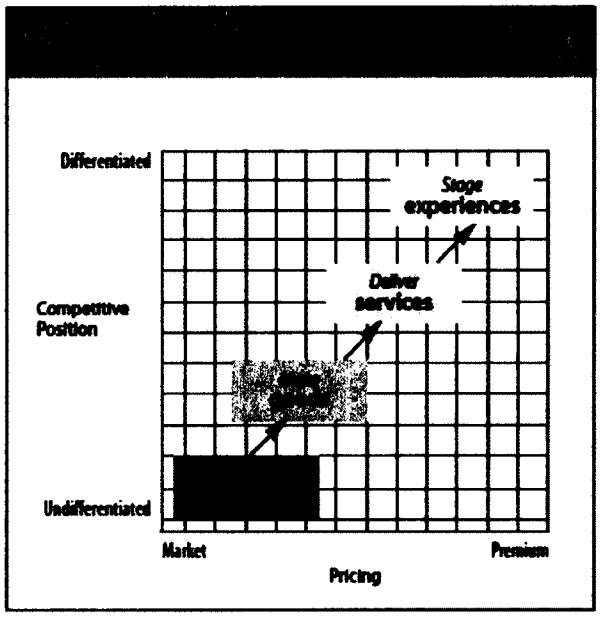


Figure 2.2 *Progression of Economic Value (Pine and Gilmore 1999)*

While commodities are fungible, goods are tangible, and services are intangible, the unique identifying principle of experiences is to be memorable. Pine and Gilmore (1998) describe experiences as when "a company intentionally uses services as a stage, goods as props, to engage individual customers in a way that creates a memorable experience." Gupta and Vajic (2000) define a memorable experience as one where

customers and the environment interact, and during the interaction, create a "unique, context-specific experience." The specialness of a memorable experience is not when a consumer absorbs the projected experience offering by the producer, but rather when the consumer participates, changes the experience, makes it unique to them, and becomes memorable.

While the identification of different offerings (commodities, goods, services, and experiences) may run counter to the concept of Service-Dominant logic (Vargo and Lusch 2004), in which every offering value is considered by its value-in-use, the concept of co-creation to create a unique individual experience is the center of a memorable experience as defined by Pine and Gilmore. Poulsson and Kale (2004) note that there are experiences in consumption that are memorable, such as being treated badly by a waiter in a restaurant, that do not necessarily qualify as experiences. They instead define a consumer experience as "an engaging act of co-creation between a provider and a consumer wherein the consumer perceives value in the encounter and in the subsequent memory of that encounter." It is in the intensity of the co-creation experience that the creation of value takes place.

Pine and Gilmore (1999) describe this intensity of the co-creation experience in their design of the "realms of experience." They use it to visualize the ways in which a consumer engages the service environment by creating an x-y diagram. On the horizontal axis is the level of guest participation. On one end is passive participation, where the consumer has no direct influence on the performance experience. On the other end is active participation, in which consumers have an influence on the performance in the consumption experience. This pole is more closely associated with the concept of co-

creation of value as identified by Vargo and Lusch (2004). The vertical axis contains the level of the relationship between the individual and his environment. At one pole is absorption, which is when the experience "goes into" the individual. An example is watching television, where the experience is watched, observed, and absorbed. At the other pole is immersion, which, theoretically, is the other way around: the consumer "goes into" the experience, and becomes a part of it. An example would be an online computer game where an individual immersed in the experience interacts with the environment, ultimately changing the environment itself in the manipulation (Figure 2.3).

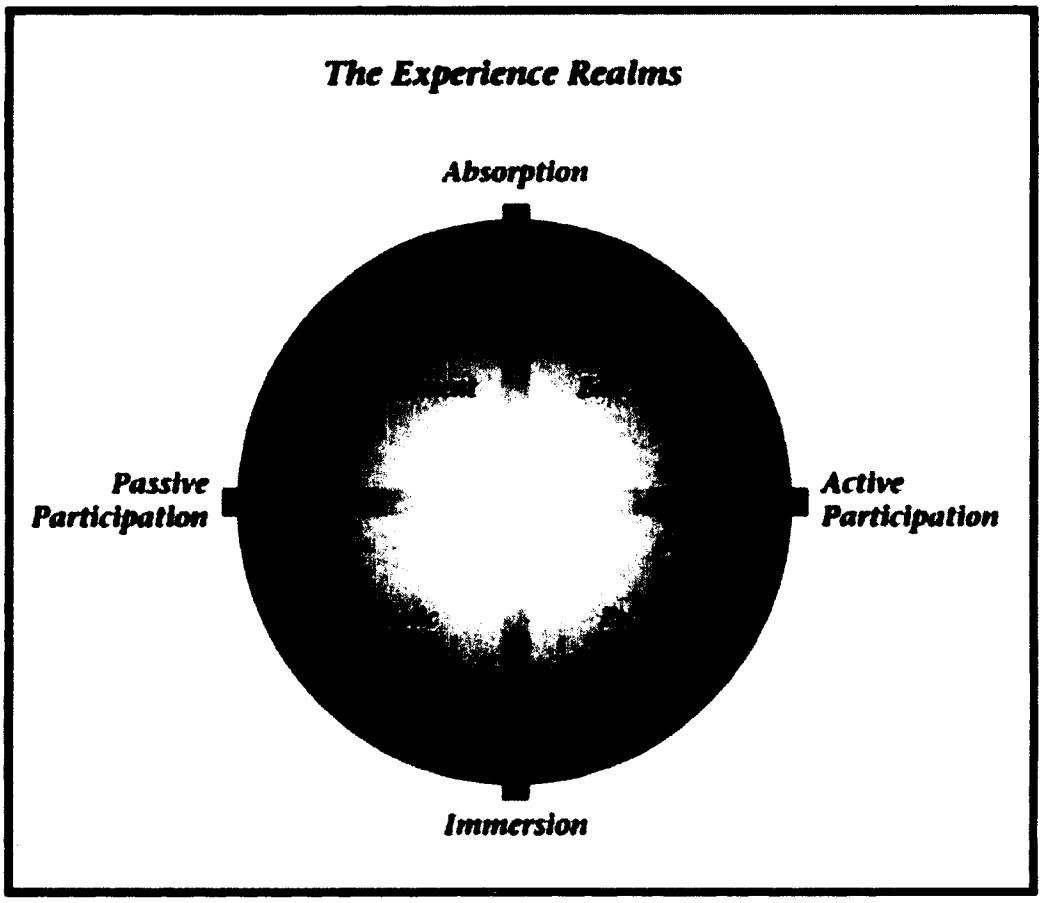


Figure 2.3 *The Experience Realms (Pine and Gilmore, 1999)*

The interaction between those poles of the highest interaction of participation between the environment and the individual is the escapist experience. This experience is beyond the passive absorption of an environment. Pine and Gilmore (1999) describes it as "the polar opposite" of pure entertainment. Escapism leaves the world behind as the consumer becomes and interactive part of the experience and co-creates a personal value experience.

In order to have an escapist experience that has value, there needs to be a definition of an encounter considered an engaging act of co-creation. Poulsson and Kale (2004) argue that in order for an "encounter" to be an "experience" there needs to be one or more "sensations" and feelings by the customer. First, personal relevance is the individual's state of arousal and preparedness to engage in an experience. An example would be a participant in a Star Trek convention, an act of relevance and importance to a Trekker, but an object of curiosity to an outsider. Kaplan and Kaplan's (1982) concept of compatibility, how well a person blends in with his surroundings, is similar. Experiences that are "authentic" are important in personal relevance experiences (Arnould and Price, 2000). These authentic experiences provide "enabling" actions by the consumers that produce openness to spontaneity and feeling s of specialness and surprise (Arnould and Price, 2000).

Poulsson and Kale describe novelty as a change in conditions that provide a stimulus. The understanding is that we are attracted to those things that are new and different. Kaplan and Kaplan (1982) describe it as mystery, or the unknown of the environment. "Surprise" is an experience that is unexpected, and the outcome provides a contrast. "Learning" adds to an experience when the skills of the consumer match the

challenges in the environment. Learning is described by (Csikszentmilalyi 1990) as a peak experience and considered in the understanding of Poulsson and Kale to be a forerunner to engagement. Shernoff, Csikszentmihalyi, Schneider, and Shernoff (2003) consider engagement to be flow. There currently is confusion to the exact conceptualization of the interactivity between two objects; whether two people, or a person and an object.

Prevalent in the research is the understanding that consumer control is vital to the consumption of experiences. Stated previously, in an environment in which crowding can occur, the perception of control will moderate a negative perception (Hui and Bateson, 1991). Further confirmed is the importance of control in consumption experiences when understanding that the co-creation of an experience requires the willing cooperation of the consumer. Prahalad and Ramaswamy (2004) state that a marketer provides a forum for the customer and the producer to come together and set the stage for a co-creation experience. The producer provides the artifacts and the context on the stage, and co-creation supported by the active will of the consumer. Hayes and MacLeod (2007) posit that in an experience economy there is no room for "coach-tours" where the visitor is a passive watcher of scenes. Instead, consumers are encouraged to immerse themselves in the experience and to find unique "self-tailored" experiences that reflect their personality. Caru' and Cova (2004) state that in the desires of experiences, consumers seek meaning. Kruger's (2003) study of companies that design experiences confirm this by stating that people do not want to be just entertained, they also want to participate. Thus, there is an active, involved interest by the consumer to shape their own experience and to create their own sense of value - the description of an escapist experience.

Authenticity

The understanding of authenticity and the need for it have evolved over the years. As previously stated, experiences that are "authentic" are important in personal relevance experiences (Arnould and Price, 2000). Authentic experiences produce openness to spontaneity and feelings of specialness and surprise (Arnould and Price, 2000).

Authenticity is a problematic and insufficiently explored concept, and as such hinders its practical application (Wang, 1999). Kolar and Zabkar (2010) have studied the various definitions of authenticity and found authenticity to be defined as: a "value" (Olson 2002), a motivational force (Cohen 1988; Grayson and Martinec, 2004; Leigh, Peters and Shelton, 2006; MacCannell, 1973; Naoi, 2004), a "claim" (Peterson 2005), a "perception" (Cohen, 1988), and a "choice that people make" (Steiner and Reisinger 2006). Reisinger and Steiner (2006) state that the differing views on authenticity are conflicting and irreconcilable.

Anthropology gives what may be the clearest, easiest definition to understand. Trilling (1972) first noted that authenticity connects with sincerity and defines sincerity as "the absence of dissimulation or feigning or pretense." For something to be authentic requires the item, person, or experience to be without pretense, without any inherent faking. Worthhen (1984) equated the concept of authenticity to "how things really are." Handler (1986) further deepened this understanding of authenticity to consumers by tying it to our "true self." Handler notes that our true selves pertain not to how we present ourselves to others, but rather how we truly are. Against the backdrop of our individual natures which allow us to affect our own perception of reality, authenticity is a rejoinder against this notion; it is the "credibility of existence" (Trilling 1972) and is required for

honest social relationships. Thus, authenticity is an experience that is considered honest, sincere, and real.

The losses of traditional sources of meaning and self-identity in the post-modern world have led consumers to seek authenticity (Beverland and Farrelly, 2009); i.e., to find meaning. The need or search for authenticity is a "quest" (Beverland and Farrelly, 2009) and is a reaction to the standardization of goods in the marketplace (Thompson, Rindfleisch, and Arsel 2006). When finding something considered real or uncontrived, we will align and associate ourselves with the object or experience to stories of ourselves (Beverland and Farrelly, 2009). Thus, as with transference, consumers will take an authentic experience or object and co-create value by assimilating its authentic nature, and in essence, make it real to themselves.

Consistent with Caru and Cova's statement that consumers seek meaning, consumers seeking the authentic consciously negotiate with the reality they perceive in order to produce meaning. Even when consumers know a scene is contrived, they will find ways of finding authenticity in the experience (Rose and Wood 2005). Beverland, Lindgreen, and Vink (2008) found that when confronted with the need to make quick decisions concerning the authenticity of a brand, people relied on a few verifiable index cues. These indexical cues are signs of an authentic nature, such as the place of origin. Indexicality is a marker in the quest for authenticity; the physical identifiable markers for the real and uncompromised (Leigh, Peters and Shelton, 2006). The desires for goods that are indexically authentic help gauge the value of a good or experience. Indexicality is so desirable that non-authentic cues are available; when there are breaches of indexicality,

consumers will overlook these cues and focus on the cues that signal sincerity (Leigh, Peters and Shelton, 2006).

Liao and Ma (2009), in a qualitative study, identified six characteristics of authenticity. The first is originality, having features that cannot be imitated, or being the pioneer or innovator establishing a category. Quality commitment and credibility is next, a representation and a paragon of something, including quality guarantee, objective and robust quality, honesty, fitting in with expectation. Next is heritage and style persistence, or the embodiment of heritable spirits and characteristics. Its features are consistent with those that are in a consumer's memory. Kaplan and Kaplan (1982) defines it as how a person blends with his surroundings. Scarceness posits that authenticity is hard to achieve and that people will have to spend more time, money, or effort to achieve or maintain it. Scarcity coincides with the economic property of supply and demand. Koford and Tschoegl (1998) found that consumers who have a high desire for the authentic consider a product unique if it is scarce. Sacredness is the concept that some goods, places, or experiences hold a sanctified position. Memories of experiences produce nostalgic emotions, and consumers may assign sacred meanings to products or places that arise from memories and profound interest. Finally, purity is the concept that products and places are the compilation of one thing only, not the composite of many things. All of these characteristics coincide to create an authentic experience that is unique and not easily acquired. People with a high need for authenticity will spend a more money and effort in the procurement of the goods or the experience to assimilate its authentic nature.

The Desire for the Authentic Experience

Kolar and Zabkar (2010) discuss the perceptions of authenticity by tourists and the separation of the authentic into two types: the object based and the existential. Object-based authenticity is the desire to visit and see original sites and artifacts as well as to purchase crafts and goods deemed authentic. While the good may not be actually authentic, the important characteristic to note is that the consumer perceives it as being such, consistent with Leigh, Peters, and Shelton's (2006) study on the ignoring of signs that refute authenticity and the focusing on those that promote indexicality. Once consumers accept these items and places as authentic, they will become personally involved in the experience in both the place and the interaction with objects, experiencing the "natural context" and "daily life" of the perceived authentic place (McIntosh, 2004).

Existential authenticity emphasizes the importance of escape and getting away from a current existence (Kolar and Zabkar 2010). The enjoyment of object-based authenticity derives through the perception of history through art and exhibited artifacts. What the consumer in an existential experience hopes to find in an authentic experience is the internal tapping of their "true self," a connection to their own authenticity. The experience will lead them away from "mass tourism" (Kolar and Zabkar, 2010) to experiences that are more personal. The outcome of the consumption experience with authenticity is a sense of enjoyment and escape from the current existence, a connection with their "true self" in the context of a foreign place, a different time, or a unique culture.

The common theme in the quest for authenticity is the seeking of meaning, as is the consumption experience (Caru & Cova, 2004). The desire to seek out the authentic

shows not a random state dominated activity but a driven desire to seek out and to find "that which is true." The desire shows a willful act by consumers to pursue those experiences that are "sincere" and "real," to the point of ignoring signs that lack indexicality. Samuel Taylor Coleridge (1817), described such action with William Wordsworth for the composition of the work *Lyrical Ballads*, he wished

> ..... to transfer from our inward nature a human interest and a semblance of truth sufficient to procure for these shadows of imagination that willing suspension of disbelief for the moment that constitutes poetic faith.

While Coleridge was writing about his poetry, he was stating a modern concept in consumer behavior. It is a common theme in the quest for the authentic; by providing indexical authentic markers sufficient for the consumer to accept the authentic in his poetry, signs are ignored that may be seemingly contradictory by willfully suspending their disbelief and engage in a perceived authentic experience.

Telepresence

The International Society for Presence Research (2004) has an official definition of the concept of telepresence: it is "subjective perception in which even though part or all of an individual's current experience is generated by and/or filtered through human-made technology, part or all of the individual's perception fails to accurately acknowledge the role of the technology in the experience." While presence is the sense of being in an environment (Steuer, 1992) and verified by the input of sensory perception, the concept of telepresence is "the experience of presence in an environment by means of a communication medium." Presence is an experience in your natural surroundings, whereas telepresence is any means of representing information across time and space

(Steuer, 1992), and it is a psychological construct rather than the property of technology (Jeandrain, 2004).

Telepresence is a mediated environment, one in which there is no direct sensory experience with the virtual reality. Steuer (1992) posited the technological determinants of telepresence to be vividness, which refers to the richness of the mediated environment, or the way the environment presents information to the senses. Interactivity is the degree to which a user of the medium can influence the form or content of the mediated environment. Vividness corresponds to Kaplan and Kaplan's (1986) understanding of extant, or the depth of the environment. Interactivity corresponds to Hui and Bateson's (1991) understanding of control in an environment, or the perceived ability of control in a situation. An important component of a realized telepresence experience is the will interaction between the user and the technology to develop a "first-person" view of the mediated environment, instead of a "third-person," stand-offish view (Steuer, 1994). The result is the concept of engagement used in the context of telepresence, which Laurel (1991) states is primarily an emotive state with cognitive components. Engagement in this context for telepresence is like Coleridge's "willful suspension of disbelief," where there is a willful interpretation to suppress the characteristics of the medium itself and instead focus on the context of the message.

Telepresence is considered to be a three-factor construct (Jeandrain, 2004), consisting of engagement, naturalness, or the reality judgment component, where the user will perceive the environment as perceptually (photorealistic) and socially ("it's true to life") realistic to the user. As the user moves to greater and higher levels of cognitive and affective engagement, the user will experience higher levels of telepresence. The depth of

the interactive experience, the ability to traverse across the medium, determines the depth of the telepresence experience. The construct of telepresence is closely associated with Csikszentmihalyi's theory of flow, which is "the state in which a person is so involved in an activity that nothing outside the activity seems to matter." Flow is a cognitive experience state during navigation through an environment and is determined by high levels of personal skills, high levels of challenge by the environment, a focused attention, and enhanced by interactivity and telepresence (Novak, Hoffman, and Yung, 2000).

Telepresence in online marketing is the bridge between the website properties such as virtual reality and interactive technology against consumer behaviors and attitudes (Mollen and Wilson, 2000). Telepresence helps to make consumers more positively informed about a product and feel more positively about it (Suh and Chang 2006). Telepresence serves as an extension beyond the informational collection of data provided in an interactive environment and provides both a cognitive and affective component to the online experience.

Mollen and Wilson give us this definition of telepresence in an online environment

> Telepresence is defined as the psychological state of "being there" in a computer-mediated environment, augmented by focused attention. It is characterized by cognitive and sensory arousal, control, and immersion (defined as perceiving oneself to be steeped in and interacting with an environment that sustains a continuous stream of stimuli and experiences).

In this definition, telepresence reaffirms components of atmospheric experiences, both as a cognitive and affective component. As expressed by Hui and Bateson (1991), consumer control is vital to the consumption of experience and to the concept of telepresence. The ability to traverse freely in an environment, artificial or otherwise, is

vital to the completion of a telepresence experience. Determined by the quality and control in the telepresence experience, the resultant outcome is engagement.

Topics on Engagement

The concept of engagement is one of the more difficult research topics to give a universal definition or a shared construct. The idea of engagement as the "tension" between a construct that is "experientially defined" (Mollen and Wilson, 2010) remains an emergent theme in literature. The greatest difficulty in the understanding of engagement is the many ways the study is within the very narrow confines of each research topic. Engagement is studied in advertising, online consumer behavior, e-learning, neuro-marketing, and other research venues. The difficulty of finding a universal understanding for engagement is finding a universal context.

Involvement

As with engagement, there is little agreement found best defining and measuring involvement (Cohen, 1983). Similar to engagement, the concept of involvement depended on the type of study. Mitchell (1979) found in previous literature involvement viewed as a state variable and a process; he viewed it as a state and defined it with two properties: intensity and direction. Bettman (1979) added persistence as the third property to involvement. Intensity is the degree of arousal or preparedness of a consumer with respect to the goal of procuring the object (Andrews, Durvasula and Akhter, 1990). Important to the assumption of intensity is that it resides on a continuum, and does not exist as merely "high" or "low" intensity. Direction refers to the product, advisement, or object to which the arousal is channeled (Mitchell and Olson, 1981). Finally, persistence

refers to the duration of the involvement intensity (Andrews, Durvasula and Akhter, 1990).

Petty and Cacioppo (1983) stated that there was considerable agreement that high involvement messages have high personal relevance to the consumer and have connections that are more personal. Zaichkowsky (1985) created the first involvement scale of twenty items and defined involvement as "a person's perceived relevance of the object based on inherent needs, values and interests." Zaichkowskly (1994) redefined the 20-item scale, called the Personal Involvement Inventory to a 10-item scale by removing some redundant items, thus increasing parsimony. The 10-item scale accomplished two goals: to support the scale's use in advertising and confirm the possibility of two sub-scales of involvement posited by Park and Young (1986). The two sub-scales are cognitive involvement (the degree of personal relevance that a message contains) and affective involvement (the degree of personal relevance a message has based upon an emotional or aesthetic appeal). Bienstock and Stafford (2006) tested the scale in conjunction with a service environment, as opposed to a good. Most notably, it tested the sub-constructs of cognitive involvement and affective involvement in six divergent services contexts: male versus female dominant service, utilitarian versus hedonic services, and professional versus retail services. Affective involvement is consistent with the concept of the hedonic, operationalized in the study using words such as "fascinating," "exciting," and "appealing." Cognitive involvement is association with utilitarian characteristic, operationalized in the study using words such as "valuable," "important," and "relevant." The study found validity of both constructs, affective and cognitive involvement. Thus, involvement has both an affective and emotive content.

An important note to involvement is that participation alone is not necessarily involvement. Barki and Hartwick (1994) looked at role work and other activities in the concept of understanding the involved state. In a survey of user participation, user involvement, and user attitude, the constructs participation and involvement were discriminate. Involvement therefore could be a subjective psychological state at not just an active physical interaction.

Involvement has more than one level. Houston and Rothschild (1978) first conceptualized the state known as "enduring involvement," a function of an individual's past experience with the product and the product's relation to the consumer's individual values. Higie and Feick (1989) designed a valid measure of enduring involvement and defines it as a product or an activity is related to an individual's self-image. Greenwald and Leavitt (1984) posited the possibility of differing levels of involvement, with high involvement meaning personal relevance and importance and lower involvement meaning communication influences. They posited four levels of involvement: pre-attention (which uses little capacity), the focal attention (the capacity to focus on one message and to process into categories), comprehension, (the analysis of speech and the construction of a propositional representation), and elaboration (which involves the integration of the message content into existing knowledge). The moving to each level assume the reaching of a threshold on each lower level, eventually leading to the next level. As involvement increases, the effects go from immediate effects, which are to analyze prior processing and activate the next level if the context warrants, to enduring effects, which are those increasingly cognitive and attitudinal effects. Greenwald and Leavitt (1984) propose a hierarchical progression as involvement increases. They assume

in order to achieve elaboration starts from pre-attention, then focal attention, then comprehension. Enduring involvement is thus a process, starting at a non-influential state, and moving to a state in which consumers align themselves to the good or activity.

From the base of this research, involvement is a perceived value of a good or activity, based upon the person's individual needs, with the characteristics of intensity, direction, and persistence. It is important to note that involvement is not an ordinal value and does not exist as an involvement/no involvement dyad. Instead, involvement has varying levels of intensity and persistence. Its appeals are both cognitive and affective in nature, appealing to both hedonic and utilitarian values. While participation with an object may be in correlation with involvement, the two concepts are separate constructs.

Immersion

The concept of immersion is often found in the field of online experiences, but immersion has characteristics similar to involvement, although with a perceived higher intensity. Immersion is also a topic in online advertisement and online learning. Ermi and Mayra (2005) discussed the concept of immersion in the field of computer gameplay experiences. Gameplay experiences are defined by three dimensions: sensory immersion (where the gameplay environment "surrounds" the individual), and challenge-based immersion (the deeper interaction when one is able to achieve a satisfying balance between challenges and skills), and imaginative immersion (when the consumer is able to identify with the game characters, and empathizes with them and enjoy the fantasy of the game).

Douglas and Hargadon (2000) describe the concept of immersion versus engagement as the difference between the "engagement with the text versus the

immersion of the narrative." Immersion is being "inside" the frame of the text, while engagement is "extra-textual," presuming an interaction both inside and outside the text. In this connotation, engagement is a trans-state affective experience, existing both inside and outside the continuum. However, engagement is a higher experience for readers who enjoy confronting situations where the entire answer is not given, and the need for reflective cognitive thought is required. Thus, immersion is separate from engagement, a "stage," where an interaction will slide from immersion to engagement, and vice-versa.

Douglas and Hardagon (2001) posited the ability to encourage greater engagement versus immersion by providing *less* descriptive detail or seemingly contradictory schemas in a story, not more. Highly normative schemas encourage the readers to lose themselves in the context of the detailed scripts, in what Douglas and Hargadon (2001) described as an "immersive" affective experience. However, when provided with limited detail or schema that provided contradictory elements, it encourages what is describes as an "engaged" affective experience. The highest order of an immersive experience is what Holopainen and Meyers (2000) describe as temporal and spatial displacement, which is the tendency for players to project themselves into the play experience. This displacement is a higher level of the cognitive process that allows the player to achieve a level of identification with the player character. In essence, the user becomes the player in the environment and takes the accomplishments of the game character as his or her own. In this context, the concept of immersion is an enveloping experience within the confines of the real or simulated environment. Engagement in this context is a higher-order experience (one that exists both inside and outside the

experience, containing the cognitive components of both challenge-based and reflective elements) and the ability to elaborate the waking environment.

Engagement

Engagement in marketing is defined in differing and sometimes even contradictory ways (Gambetti and Graffigna, 2010). Engagement has roots in multiple definitions depending on varied contexts. McEwen (2004) stated that engagement "reflects the degree to which customers have formed emotional as well as rational bonds to the brands they buy and own." Like involvement, engagement has both affective and cognitive traits. McEwen (2004) describes engagement as a psychological process in which customer loyalty forms. Sprott, Czellar, and Spangenberg (2009) developed a scale of brand engagement in self-concept, or BESC. The concept BESC is a view of brands in relation to a consumer's self-concept, with varying intensities. Brands deemed important to the consumers are associated to their self-concept. Gambetti and Graffigna (2010) support these definitions as an ongoing emotional, cognitive and behavioral activation state in individuals (Kahn, 1990; Wefald and Downey, 2009).

In the field of advertising, engagement encompasses concepts consistent with our understanding of involvement. The Advertising Research Foundation (ARF) uses the working definition of engagement as "turning on a prospect to a brand idea enhanced by the surrounding context." Wang (2006) defines engagement as "a measure of the contextual relevance in which a brand's messages are framed and presented based on the surrounding context." Wang separates the concepts of engagement and involvement, stating that engagement may be a precondition of involvement. Using the concept of pre-attention as described previously, Wang posits that engagement initiated by a salient cue

can increase message involvement and motivation to process information and will create higher advertisement recall. Heath (2007) separates the concept of engagement and attention. The level of engagement is the amount of subconscious "feeling" going on when an advertisement is being processed. High levels of emotional content in this case equate to high levels of engagement. The level of attention is the conscious "thinking" going on when an advertisement is processed. While engagement and attention are two separate concepts here, previous definitions of engagement stated combine both of these processes into one construct.

Jones (1998) used the concept of engagement rather than immersion to describe the online learning environment instead of immersion, thus again blurring the lines in understanding the central construct of the "tension between individual and object." Jones defines engagement in the context of an electronic learning experience as the nexus of intrinsic knowledge and/or interest and external stimuli that promote the initial interest in (and continued use of) the computer-based learning environment. The involvement experience used to describe the self-actualized commitment to the learning experience is similar to flow (Csikzentmihalyi, 1990) (a state of optimal experience), when the challenges in an environment match the skills of the consumer, highlighted by a sense of joy, fulfillment and control. Flow is found when outside considerations cannot dictate the experience (Csikzentmihalyi, 1990).

Mollen and Wilson (2010) conducted a typographical study on the various definitions of engagement when related to the online environment and found similar characteristics. Engagement in the context of e-learning encompasses the dimensions of involvement (Jones, 1998; Herrington, Oliver, and Reeves, 2003), cognitive processing

(Kearsley and Schneiderman, 1998; Herrington, Oliver, and Reeves, 2003; Guthrie, et al., 2004), learning (Jones, 1998; Guthrie, et al., 2004), problem solving and decision-making (Kearsley and Schneiderman, 1998), reasoning (Kearsley and Schneiderman, 1998), and concentration (Guthrie, et al., 2004). Because the focus of these studies is online learning, engagement involves cognitive elements.

From these contexts, Mollen and Wilson define online engagement as

> a cognitive and affective commitment to an active relationship with the brand as personified by the website or other computer-mediated entities designed to communicate brand value. It is characterized by the dimensions of dynamic and sustained cognitive processing and the satisfying of instrumental value (utility and relevance) and experiential value (emotional congruence with the narrative schema encountered in computer-mediated entities).

As with previous definitions of involvement and engagement, this definition has a cognitive dimension, an emotional dimension, and a behavioral dimension. Congruence is the pleasurable bond between the scripts and schemas of both brand communication and the consumers' cognitive and affective framework. This congruence is a part of the engagement process and is similar to the concept of compatibility within the consumption experience mentioned by Kaplan and Kaplan (1986).

Involvement, Immersion, and Engagement

Gambetti and Graffigna (2010) posit that engagement has been used as an all-inclusive concept (Bowden, 2009) or a synonym of such concepts as involvement (Shaw, Newholm, and Dickinson, 2006), activation (Etgar, 2008), empowerment (Shaw, Newholm, and Dickinson, 2006), commitment (Alloza, 2008), retention (Carter, 2008), and loyalty (Kerr, 2009). With so many differing and seemingly confusing suppositions, including the concepts of involvement and immersion, engagement seems to take on sometimes conflicting and misunderstood characteristics.

Involvement literature supports the idea that there is no ordinal understanding of involvement. Involvement, immersion, and engagement contain key components common to each state: a cognitive and an affective condition. Reading from involvement to immersion to engagement, it is possible to posit that this is a progressive state, moving from one level to the next, depending on the primary components of an involved condition: intensity, direction and persistence. Engagement literature uses the concept of pre-attention (Wang 2006) and similar concepts connoting a state of moving intensity. Persistence in involvement is consistent with the understanding of commitment (Alloza, 2008) and loyalty (Carter, 2008) in engagement. Finally, control in involved and immersed states is similar to the concept of empowerment (Shaw, Newholm, and Dickinson, 2006).

The presented evidence allows for the consideration of these states of "tension" to be the same concept, but as understood from different levels of degree and different contexts. Marketing research tends to focus the attention on a limited study situation within the frame of a limited venue. The best exploration for a clearer understanding as to the nature of the involvement/immersion/engagement triad is in the field of theory. To consider here in this scope is if we define the constructs carefully, if we move the lens further back and explore the primary components of these three outcomes of consumption experiences, it is possible to be talking about the same thing. Answering the question of whether these constructs are three uniquely identified ideas or a one-dimensional concept with varying levels of intensity is worthy of further research.

Self-Regulation Theory

Self-regulation theory is the central component of causal processes (Bandura, 1991). Most human behavior is purposeful, and therefore by forethought. Individuals form a belief system about what is possible for them to do; they set goals for themselves and plan actions to succeed at their goals. While broadly true, many people fail at self-regulation (Baumeister and Heatherton, 1996). Kuhl (1982) posited the existence of two types of individuals with differing abilities and capacities to carry out planned behavior, defined as action-oriented behavior and state oriented behavior.

Action-oriented individuals will have firm intentions at the start of initiating an action (Babin and Darden, 1995). They execute their plans and have strong coping mechanisms to defer competing environmental messages that could obfuscate the completed task. Action-oriented people will show a tendency to approach difficulties in a dynamic fashion (Bagozzi, Baumgartner, and Yi, 1992) and the process of implementing a goal and the interplay of events are actively monitored. Because action-oriented individuals are less affected by possible incursions into their initiation structure, devote more cognitive resources to the task, and expediently move from one task to the next.

State-oriented individuals are more easily affected by incursions into their projected plans and are noted to have low self-regulatory capacity. State-oriented individuals have an approach and avoidance behaviors that are more passive (Bagozzi, Baumgartner, and Yi, 1992) and have higher focus on projected failure that action-oriented individuals (Kuhl 1992). There is a greater display of learned helplessness, i.e., a general feeling of lost control. Other state-oriented behavior characteristics include intrusive thoughts about negative events, (Klinger and Murphy, 1993), a failure to enact

intended actions (Kuhl, 1982), and general passivity. Further, Kuhl states their difficulty in completing required tasks is due to their inability to filter out environmental signals in the completion of their tasks; i.e., state-oriented individuals have difficulty in maintaining focus on a directed goal. Babin and Darden (1995) found that state-oriented shoppers experience higher feelings of arousal and pleasure and are more susceptible to contextual influences. As a result, these contextual influences that carry hedonic value have a greater impact on resource expenditures on the state-oriented shopper than action-oriented shoppers. Action-oriented shoppers see a reduction in utilitarian value when resource expenditures are increased. Babin and Darden propose as resource expenditures increase, shopping value reduces.

Research has delved into whether self-regulation is one-dimension, three dimensions, or five dimensions. Diefendorff, Hall, Lord, and Strean (2000) tested Kuhl and Beckmann's (1994a) assertion that there were three dimensions to self-regulation; preoccupation, hesitation, and volatility. The first dimension is preoccupation. This dimension has opposing sides of preoccupation versus disengagement. Preoccupation indicates the degree a person can explicitly process information related to some past, present or future state (Diefendorff, Hall, Lord, and Strean, 2000). The action-oriented side (disengagement) refers to the ability to detach from thoughts about other goals or events that may interfere with processing a task. The state-oriented side is associated with impaired effectiveness due to the preservation of thoughts related to some unpleasant experience (real or simulated) involving failure (Kuhl, 1994a). The second dimension is hesitation, of which the opposing poles are hesitation versus initiative. This refers to the degree a person has difficulty initiating goal-directed activities (Diefendorff, Hall, Lord,

and Strean, 2000) The preoccupation dimension is concerned with whether distracting thoughts interfere with initiating action, whereas the hesitation dimension emphasizes the behavioral capacity to initiate action (Diefendorff, Hall, Lord, and Strean, 2000). The third is dimension volatility, of which the opposite sides are volatility versus persistence. Volatility is concerned with the ability to stay in the action-oriented mode when necessary (Diefendorff, Hall, Lord, and Strean, 2000), and the degree to which individuals become distracted when working on an interesting or necessary task. Action-oriented individuals (persistence) are able to effective maintain focus on an intention until the task is completed; state-oriented processing (volatility) is limited may be due to an overactivity of the action-initiation system (initiation of new tasks) rather than the underactivity of this system (Diefendorff, Hall, Lord, and Strean, 2000).

Research considered the possibility of one-dimension, a two-dimension model (Kuhl, 1994b) where preoccupation and hesitation is one-dimension, a three-dimension model, and even a five-dimension model (Kanfer, Dugdale, and McDonald, 1994), where hesitation is split between a planning dimension and a discipline dimension, and volatility is subdivided into a persistence dimension and an absorption. Using the Action Control Scale developed by Kuhl (1985) and testing it with six studies, they found that when removing the variables of limited fit, the three-dimension construct of preoccupation, hesitation, and volatility to be the most parsimonious and achieved the best fit.

In the associated interaction in atmospheric environments, whether online, storefront, or servicescape, individuals high in action-orientation show greater ability to confront and control obfuscations that will deter the completion of their goals. However, this does not mean that task completion comes without difficulty. As stated previously,

Babin and Darden (1994) find a reduction in utilitarian value in the retail exchange for the action-oriented consumer with an increase in resource expenditures. Furthermore, state-oriented individuals show a relationship between contextual influence and resource expenditure, and showed higher levels of pleasure compared to action-oriented individuals.

While control may be a stated advantage for the action-oriented individual, it is not without cost. When an individual has control but little information to base a decision on, they have reduced feelings of self-esteem (Rodin et al, 1980). Vohs, et al. (2008) noted that making choices impairs self-regulation behavior. Baumeister, Bratslavsky, Muraven, and Tice (1998) found that performing an act of regulation impaired succeeding acts of self-control. This depletion of control has been noted in studies including overeating (Vohs and Heatherton, 2000), inappropriate sexual responses (Gailliot and Baumeister, 2007), and impulsive overspending (Voh and Faber, 2006). Baumeister and Heatherton (1996) found self-regulation behavior is a limited but renewable resource. While stress or fatigue depletes an individual's mental strength and increases self-regulatory failure, the logical extension of this process is that actions or efforts that reduce stress and fatigue restore self-regulation behavior.

Restorative Environments

Attention restoration theory (ART) states that an individual's ability to direct attention and thought to a given environmental stimuli, such as a study, a lecture, or to work environment, is a biological mechanism and is subject to fatigue. Direct attention is under voluntary control; Kaplan and Kaplan (1992) state it is synonymous with telling a child to "pay attention." The process of focusing attention on a given subject leads to

what is defined as Direct Attention Fatigue (DAF). DAF transpires when the mechanism to focus on a given subject becomes fatigued with use (Rosenbaum, 2009). DAF brings about difficulties including a lower mental competence, trouble with focusing and paying attention, and other fatigue-related factors.

DAF may ultimately be a response reaction related to survival (Kaplan, 1995, 2001). Primeval man in his natural surroundings surveyed it holistically, not focusing on single stimuli but on many. The ability to attend to a single stimulus would leave primeval man in danger; to focus on a single stimulus requires the ignoring of multiple other stimuli, all which could potentially be life threatening. Man enhanced his survivability by staying alert to his surroundings. Thus, while developing an inhibiting system that allowed man to focus on a single item, he created conditions for fatigue as his mind wrestled with the need to contend with the surrounding environment.

Recovery from DAF is possible through spending time in what Kaplan and Kaplan (1986) called restorative environments. James (1892) identified "involuntary" attention as invoked by something that is interesting or exciting in the environment. The attention to this phenomenon in the environment is effortless (Kaplan and Kaplan 1992), is of interest, but does not take hard work. Two aspects about this attention create the restorative features of involuntary attention. First, the environment must be interesting; not every environment stimulates involuntary attention. Second, the environment does not take higher-order processing to understand. Instead, it is simple, direct, and effortlessly understood.

In the study of restorative experiences, Kaplan and Kaplan (1989) in conjunction with the U.S. Forest Service discovered that participants in the study found the

experience in nature to be healing and restorative. They identified some of the studied individuals to have had complete recovery from mental fatigue, to experience an increased incidence of reflective thought, and to be eager to maintain contact with this significant experience in their lives. From these benefits as well as others, Kaplan and Kaplan came to call it a restorative experience.

Kaplan and Kaplan identified four components of a restorative experience. The first is being away, or the perception of a change of scenery as well as an escape from some aspect of life that is ordinarily present (Laumann, Garling, and Stormark, 2001). The second component is extent. Laumann, Garling and Stormark (2001) identify two properties, connectedness and scope. Scope refers to the environment's extension into time and space, so it is possible to perceive you can step into it and spend time in it (Kaplan, et al. 1983). Connectedness is the perception that the environment constitutes a larger whole outside the perceived scope. The third component is fascination, which is essential for the restorative experience. Fascination refers to involuntary attention, the ability of the environment to attraction attention with little or no cognitive effort. The last component is compatibility, which is the fit between the environment and the individual. Compatibility occurs when there is a fit between the environment and the individual's purposes for action (Kaplan and Kaplan, 1989). Laumann, Garling, and Stormark (2001) refined this in refining a restorative experience scale by identifying five dimensions instead of four. Being away separates into two factors: novelty, the uniqueness of the environment, and escape, the disconnection from the ordinary distractions, obligations, and pursuits of daily life.

Laumann, Garling, and Stormark (2001) tested five different environments for their restorative dimensions: a forest, a park, a sea area, a city and a mountain. The mean scores for all five indexes were higher for nature settings versus the city; however, the results do not refute the possibility that the same restorative components in a natural setting cannot exist in a city setting. Compatibility had the highest beta weights for both nature and city settings; fascination had the highest ratings for natural settings, confirming higher involuntary aspects versus the city setting. Novelty, interestingly enough, doesn't correlate to escape, extent, fascination or compatibility, suggesting that novelty is perhaps not a restorative component (Laumann, Garling, and Stormark, 2001).

Places that create restorative experiences can form the foundation for place attachment (Korpela, Hartig, Kaiser and Fuhrer, 2001). Places where restorative experiences are possible help to regulate an individual's stress and attitudinal fatigue. Thus, as a self-regulating process, individuals may find themselves drawn to places that provide restoration to regulate fatigue-inducing directed attention. Vuorienen (1990) notes the constancy principle, which states that the ultimate aim of the psyche is to keep psychic tension as low as possible. Similar to Caru and Cova's statement that "people seek meaning;" cognitive-experiential self-theory (Epstien, 1983, 1991) states that we develop pre-conscious conceptual systems not for our own sake but to make life livable and meaningful. In the maintenance of these coherent conceptual systems, there is the need to maintain an acceptable level of self-esteem. Earlier work by Sarbin (1983) states that strain is pain, and we make efforts to restore the balance of pain and pleasure.

People develop conscious and unconscious cognitive activities in order to self-regulate the tensions and strains (Vuorinen, 1983). Swann (1983) found that people

achieve stability through the displaying of signs and symbols that will validate their self-conceptions. These signs and symbols include cars, art, and places to live and participate in. Thus, our attachments to places that restore us fulfill our unspoken needs to balance our directed-attention stresses with restorative environmental experiences (Figure 2.4).

Sarbin, 1983	**Epstein, 1983**	**Vuorinen, 1983, 1986a, 1986b**
The need to optimize epistemic strain	The need to maximize the pleasure/pain balance	The need to keep psychic tension as low as possible or at least constant
The need to produce a coherent story	The need to maintain a coherent conceptual system	The need to define experiences through which one's self is constructed
	The need to maintain a favorable level of self-esteem	The need to function in ways which produce the most beneficial consequences for one's self-experience

Figure 2.4 *Principles of the Functioning of the Self (Korpela, 1989)*

Korpela, Hartig, Kaiser, and Fuhrer (2001) tested two groups of students, one group imagining a pleasant place and another group imagining an unpleasant place. The pleasant place was their favorite place, the one where "you most enjoy spending time that you value more than any other place." Tested using the Perceived Restorativeness Scale (PRS) (Hartig, Korpela, Evans, and Garling, 1997) and using the four dimensions suggested by Kaplan and Kaplan (1989) (Fascination, Escape, Compatibility, and Extent), both construct and discriminant validity were found for all four dimensions. While the majority of the places imagined were natural settings (beach, lake, park, forest, hill, mountain), others included residential areas (home settings, apartments, houses),

geographic areas (countries, cities), leisure time settings (amusement parks, car races, casinos, discos), and school settings. Favorite places were visited daily or weekly by 13 percent of the participants, and from at least one to five times a year by nearly half of the participants of the study. The study also points to the importance of compatibility; experiencing a place in relation to oneself and one's inclination appeared to be more important that simply engaging an interesting environment. Thus, compatibility between the individual and the environment in the service of self-regulating behavior is posited to be a primary focus.

To confirm the possibility of restorative experiences outside the natural setting, Kaplan, Bardwell, and Slakter (1993) tested a museum using the original 4-dimension construct of Kaplan and Kaplan (1989). The mean scores showed that while customers left feeling a little tired, they scored on each dimension of the restored scale. It is interesting to note is that those individuals who spent more than three hours or more in the museum had a greater Restored score than those who came as a group or class for a short while. Possible explanations include some extraneous interaction between individuals within the group and the resultant inability to achieve a true involuntary attention experience. Compatibility also proved to be an important antecedent. Those who felt comfortable in a museum felt more restoration after the visit.

Restorative experiences reduce the symptoms associated with Attention Deficit Hyperactivity Disorder (ADHD). Rosenbaum (2009) posited that the symptoms of ADHD, including difficulties in focusing and planning, lower mental competence, are similar in characteristic to Direct Attention Fatigue (DAF). Using the restorative environmental research as a backdrop, Rosenbaum queried into the restorative qualities

of a teen's "third place." Third places are service establishments such as coffeehouses, diners, arcades, gyms, and bars that provide an informal setting that encourage the interaction of individuals engaging in conversation and social exchanges. Third places, which are considered "core settings of informal life" (Oldenberg, 1999) can transcend their commercial purpose and provide forums and places for natural support systems (Rosenbaum, 2009). Individuals can seek commonality from a judgmental world (Rosenbaum, 2005) and encourage stimulated conversation in a manner that does not require direct attention.

Rosenbaum chose a video arcade for ADHD students as a setting for a youth's "third place." While arcades may not seem to mimic a natural setting, they match the criteria set by third places. Using the traditional four-dimension model of Kaplan and Kaplan (1989), Rosenbaum chose the 22-item perceived restorative scale (Hartig et al., 1997) to measure the restorative properties of the third place. The arcade showed evidence of "effortless attention" (fascination), distance from usual routines (being away), a support environment for intended activities (compatibility) and a scope for exploration (extent or coherence). This restorative servicescape was also beneficial financially. Perceived restoration is a significant predictor of customer satisfaction, customer loyalty, the propensity to spread positive word of mouth, customer monthly expenditures, and monthly visits. Twenty-one percent of respondents in the study who undergo a restoration experience in third places exhibit ADHD symptoms, while 31 percent of those students who do not have a restorative experience exhibit ADHD symptoms. This study also supports the Korpela, Hartig, Kaiser and Fuhrer study of an

individual's propensity to self-regulate their feelings of anxiety or stress by the interaction of a restorative experience.

The study of restorative environments offers a new way of looking at the use of servicescapes to illicit consumer reactions. Experiences with retail establishments are often difficult and exhausting. The Rosenbaum study, supported by Kaplan's research on restorative environments and their effects on fatigue, helps us realize that our interaction with selected servicescapes is not only therapeutic but also of value to marketing. The action of self-regulating behavior includes seeking out an experience to restore from Directed Attention Fatigue. The servicescape of an arcade, used as a scene for self-regulation behavior shows an increase in customer satisfaction, loyalty, positive word-of-mouth, customer expenditures, and monthly visits. In support of the constancy principle (Vuorienen, 1990) and the cognitive-experiential self-theory (Epstien, 1991), consumers will seek out those places that help them reduce their self-tension and make life livable and meaningful. With the ability to understand now how we can change atmospherics to enhance the qualities of getting away, extent, fascination, and compatibility, we can see the potential of creating environments that consumers will seek out repeatedly.

Approach/Avoidance

Mehrabian and Russell (1974) describe Approach/Avoidance behaviors as those activities that are the result of the mediating variables of affect, including physical approach, exploration, social affiliation, performance, positive evaluation, and others. Approach behavior is the resultant behavior of positive affect, such as pleasure surroundings creating the desire to investigate an environment further; avoidance

behavior is the result of negative affect, such as loud sounds discouraging the investigation of a restaurant.

Donovan and Rossiter (1982) discussed approach/avoidance behaviors in relationship to a retail environment. Approach behaviors are a willingness and desire to move towards, explore, and interact in a positive manner with people in the store. Avoidance behaviors include feelings of anxiety and boredom, a general unfriendliness to others, and a desire to leave the environment and not return. Donovan and Rossiter's findings suggest arousal is associated with approach-behavior intentions and can increase time spent in the store and the willingness to interact with store personnel. Store-induced pleasure was also found to be a powerful determinate of approach activities, particularly in spending behaviors.

Hui and Bateson (1991) studied approach/avoidance behaviors in situations involving crowding. They found that perceived control of a situation by the consumer can lower a person's perceptions of the negative outcomes of density in a consumer environment, broadening the possibility that a consumer's perception can moderate the supposed harsher conditions in an environment. Approach/avoidance behaviors are also included in online shopping behavior as well. Eroglu, Machleit, and Davis (2001) posited the Stimulus-Organism-Response (SOM) model to be a property of online environments as well. The SOM model proposes that positive and negative affective states produced by the online environment will produce approach and avoidance behaviors in the online shopper, including the intent to explore the online environment, time spent in the online store, the intention to buy, and the intention to return.

Research Questions and Hypotheses

Figure 2.5 represents the proposed model for studying the effects of escapism, which Pine and Gilmore (1999) recognize as the intersection of active participation by the consumer, coupled with an immersive experience with the environment. Escapism in service-dominant logic is of high co-creation and ultimately a high-value experience. Escape is a restorative experience: an experience that reduces fatigue and creates feelings of relaxation, and creates a positive effect (Kaplan and Kaplan, 1989). This effect is associated with approach/avoidance behaviors (Mehrabian and Russell, 1974) and approach/avoidance behaviors are associated to hedonic and utilitarian value (Babin and Attaway, 2000).

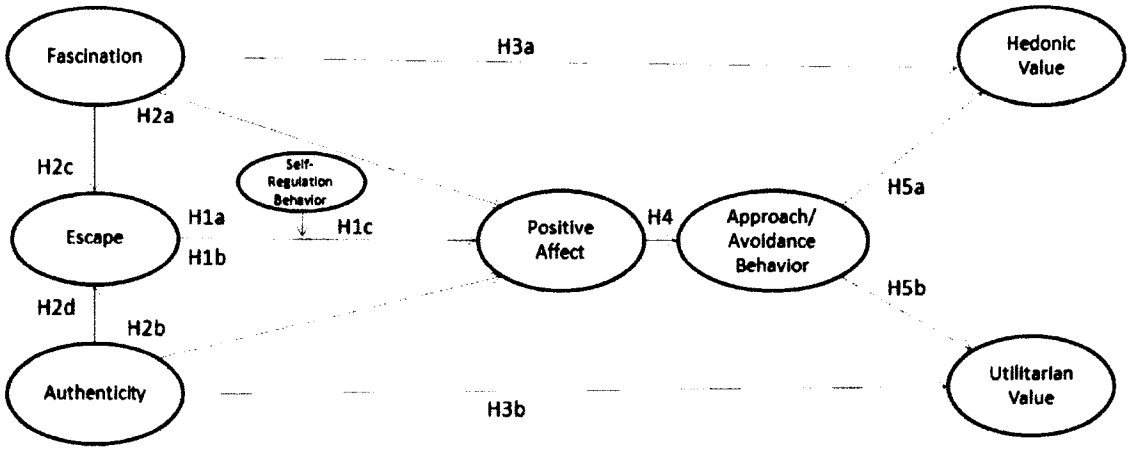


Figure 2.5 *Proposed Escapism Framework*

Bitner (1992) stated that personality variables might represent response moderators explaining different reactions to the same environment. Babin and Darden (1995) confirmed this; state-oriented individuals were more susceptible to environmental cues than action-oriented individuals were. Thus, a state-oriented individual will find a greater hedonic experience though a greater tendency to accept environmental cues of

escape than action-oriented individuals do. Fascination, with its ability to create effortless and involuntary attention, is another quality of a restorative experience and directly affects positive affect. A fascinating experience defined in environmental psychology creates pleasure through the removal of stress and anxiety. Authenticity, with its ability to confirm the escape experience is real and uncontrived, buttresses the experience, and thus confirms the consumer is indeed "taken away" from his normal existence and relieved of the normal tensions and anxieties of the mundane experience (See Figure 2.6).

Stimulus	Organism			Response
Restorative Atmospherics – environments that restore individuals from direct attention fatigue; a wakeful but restful state (Kaplan, Bardwell, and Slakter, 1993)	**Self-Regulation State** - a belief system about what is possible to do; they set goals for themselves, and plan actions to succeed at their goals (Kuhl, 1992)	**Internal State** - refers to the affective and cognitive states by the consumer in response to the environmental cues (Bitner, 1992)	**Tension State** - a 'tension' between the consumer and an object of desire	
Getting Away – the perception of being in some other setting (Kaplan 1992) **Dimensions:** o **Novelty** - the uniqueness of the environment. (Laumann, Garling, and Stormark, 2001) o **Escape** - the disconnection from the ordinary distractions, obligations, and pursuits of daily life. (Laumann, Garling, and Stormark, 2001)	**Dimensions:** o **Preoccupation** - composed of two opposing poles, preoccupation on one end and disengagement on the other (Diefendorff, Hall, Lord and Strean, 2000). Disengagement is associated with action-oriented behavior (Diefendorff, Hall, Lord and Strean, 2000), refers to the ability to detach from thoughts about alternative goals or undesirable events. Preoccupation is associated with impaired effectiveness due to the preservation of thoughts related to some unpleasant experience (real or simulated) often involving failure (Kuhl, 1994a).	**Affective State – refers to the environments ability to influence a person's emotional state.** **Dimensions:** o **Pleasure** – pleasure/displeasure, positive versus negative affective states, corresponding with cognitive judgments of evaluation, higher evaluations of stimuli being associated with greater pleasure by the stimuli (Mehrabian, 1996)	o **Involvement** - state variable and a process; he viewed it as a state, and defined it with two properties; intensity and direction (Mitchell, 1979). Bettman (1979) added persistence as the third property to involvement.	**Perceived Restorative Experience** – defined as greater relaxation and a more cognitive restoration (Laumann, Garling, and Stormark, 2001) operationalized as a reduction in fatigue; (Hedonic Value and Utilitarian Value).
Extent – the perceived depth of a setting (Kaplan 1992) **Dimensions:** o **Scope** - refers to the environment's extension into time and space, so this it's possible to perceive you can step into it and spend time in it (Kaplan, et al. 1983) o **Connectedness** - Connectedness refers that the environment must also be sufficiently connected to constitute a larger whole outside the perceived scope (Laumann, Garling, and Stormark, 2001).	o **Hesitation** – opposing poles of hesitation versus initiative. This factor refers to the degree to which individuals have difficulty initiating intended goal-directed activities (Diefendorff, Hall, Lord and Strean, 2000). Action-oriented are able to easily initiate work on tasks. The preoccupation dimension is concerned with whether distracting thoughts interfere with initiating action, whereas the hesitation dimension emphasizes the behavioral capacity to initiate action.	o **Arousal** – arousal/nonarousal, defined in terms of mental alertness and physical activity. A measure of stimulus "information rate" designed to assess stimulus activity correlated positively with State Arousal (Mehrabian and Russell, 1974)	o **Immersion** - is described as an enveloping experience within the confines of the real or simulated environment. Immersion is posited to being 'inside' the frame of the text, while engagement is 'extra-textual', presuming an interaction both inside and outside the text. Engagement is posited to be a trans-state affective experience, existing both inside and outside the continuum (Douglas and Hardgadon (2000)	**Increase in Shopping Intentions** – defined as number of trips to restorative places and desire to return (Utilitarian value).

Figure 2.6 *Restorative Atmospherics Definitions*

Stimulus (cont.)	Organism(cont.)			Response (cont.)
Fascination- a settings ability to draw attention (Kaplan 1992) **Dimensions:** o **Direct Attention** - an individual's ability to direct their attention and thought to a given environmental stimuli, such as a study, a lecture, or to work environment Kaplan and Kaplan (1992) o **Involuntary Attention** - invoked by something interesting or exciting in the environment. Attention to this phenomenon in the environment is effortless (K & Kaplan 1992)	o **Volatility** – opposing poles of volatility versus persistence. It is concerned with the ability to stay in action-oriented mode when necessary, or the degree to which individuals become distracted when working on an interesting or necessary task. Action-oriented individuals (persistence) are able to effective maintain focus on an intention until the task is completed; state-oriented processing (volatility) may be due to an overactivity of the action-initiation system (initiation of new tasks) rather than the underactivity of this system (Diefendorff, Hall, Lord and Strean, 2000) .	o **Dominance** – dominance/submissiveness judgments of stimulus potency, higher potency stimuli eliciting lower dominance responses. Defined as a feeling of control and influence over one's surroundings and others versus feeling controlled or influenced by situations and others (Mehrabian, 1994)	o **Engagement** - a cognitive and affective commitment to an active relationship characterized by the dimensions of dynamic and sustained cognitive processing and the satisfying of instrumental value (utility and relevance) and experiential value (emotional congruence with the narrative schema encountered in computer-mediated entities).	**Resource expenditures** – defined as resources expended while shopping, including time and money spent (Babin and Darden, 1994).
Compatibility, or coherence – the fit between the environment, an individual's inclinations, and the actions required by the environment (Kaplan 1992). Compatibility occurs when there is a fit between the environment and the individual's purposes for action (Kaplan and Kaplan 1989).		o **Cognitive State** - refers to the environments ability to influence the individual's belief about their surroundings and the objects found in that place (Bitner, 1992). Servicescapes have found to illicit cognitive responses (Rapoport, 1982; Kaplan and Kaplan 1982). Bitner (1992) proposed that positive (and negative) cognitions about an environment can lead to positive (and negative) beliefs and attributions associated with organizations, people and the products in the environment.	o **Telepresence** – the subjective perception of an individual's current experience filtered through human-made technology in which an individual's perception doesn't acknowledge the role of the technology and accepts the experience as being "virtually there".	

Figure 2.6 (Continued) *Restorative Atmospherics Definitions*

Self-Regulation and Escape

To measure the action-state orientation, based upon the work of Diefendorff, Hall, Lord, and Strean (2000), I will use the three dimensions of self-regulation: preoccupation, hesitation, and volatility, as measured by the reduced Action Control Scale. The reduced-scale version created a 3-factor construct that had greater discriminant and construct validity with greater measures of fit as opposed to one item, 2-item, 4-item, and 5-item construct. Furthermore, removing 14 variables produced a scale more parsimonious.

Preoccupation is composed of two opposing poles, with preoccupation on one end and disengagement on the other (Diefendorff, Hall, Lord and Strean, 2000). Disengagement is the degree to which individuals explicitly process information related to some past, present, or future state. The disengagement, associated with action-oriented behavior (Diefendorff, Hall, Lord, and Strean, 2000), refers to the ability to detach from thoughts about alternative goals or undesirable events that may interfere with process on the task at hand. The state-oriented pole, preoccupation, is associated with impaired effectiveness due to the preservation of thoughts related to some unpleasant experience (real or simulated), often involving failure (Kuhl, 1994a).

The opposing poles of hesitation are hesitation versus initiative. The definition of hesitation refers to the degree to which individuals have difficulty initiating intended goal-directed activities (Diefendorff, Hall, Lord and Strean, 2000). The preoccupation dimension is concerned with whether distracting thoughts interfere with initiating action, whereas the hesitation dimension emphasizes the behavioral capacity to initiate action.

The third dimension is volatility, with its opposing poles of volatility versus persistence. Volatility is concerned with the ability to stay in action-oriented mode when

necessary, or the degree to which individuals become distracted when working on an interesting or necessary task. Action-oriented individuals (persistence) can effectively maintain focus on an intention until the task is completed; state-oriented individuals (volatility) struggle to complete tasks. It may be due to an overactivity of the action-initiation system (initiation of new tasks) rather than the underactivity of this system (Diefendorff, Hall, Lord, and Strean, 2000) .

Self-Regulation

Based upon Babin and Darden (1994), I posit that the individual's self-regulation orientation, whether active-orientation versus state-orientation, will moderate the ability for a consumer to achieve a level of escape. State-oriented individuals are affected by incursions into their projected plans and are noted to have low self-regulatory capacity. State-oriented individuals have an approach and avoidance behaviors that are more passive (Bagozzi, Baumgartner, and Yi, 1992). While state-oriented behavior characteristics include intrusive thoughts about negative events, (Klinger and Murphy, 1993), a failure to enact intended actions (Kuhl, 1982), and general passivity, Babin and Darden (1995) found state-oriented shoppers experience higher feelings of arousal and pleasure and are more susceptible to contextual influences. These contextual influences that carry hedonic value have a greater impact than action-oriented individuals do.

Escape

Escape in a restorative experience is having a psychological distance from an individual's usual routines (Korpela, Hartig, Kaiser, and Fuhrer, 2001). Hirschman (1983) discussed the value of escapism in its ability to help people avoid unhappy events or get away from their anxieties. Pine and Gilmore (2002) defined escapism as the active

participation of the consumer with the environment in a consumption experience. Thus, escapism defined here is an active participation by a consumer with an environment to create a meaningful experience that "takes them away" from their normal routines and help consumers get away from anxieties and unhappy events.

Escape is also one of the important qualities of restorative environment, one that takes you away, and thus enjoys a restoration of cognitive effectiveness. Another major component of a restorative experience is fascination, defined as the effortless attention of an environmental factor (Kaplan 1992). Two aspects about this attention create the restorative features of involuntary attention. First, the environment must be interesting; involuntary attention is not stimulated. Second, the environment is simple, direct, and effortlessly understood. Those environments that are effortless to attend to that augment our restoration of cognitive effectiveness.

Positive Affect

The affective state uses the Pleasure, Arousal, Dominance (PAD) dimensions of affective response as reactions to environmental stimuli (Mehrabian and Russell, 1974). While Donovan and Rossiter (1982) state that pleasure and arousal were sufficient to interpret environmental responses, Eroglu, Machleit, and Davis (2001) and Yani-de-Soriano and Foxall (2006) provide sufficient support for the importance of dominance properly operationalized. This research posits dominance will provide a supportive role in understanding the reactions to environmental stimuli. The P-A-D model of responses to environmental stimuli include: pleasure (the degree to which a person feels good or bad, happy, joyful, or satisfied with an environmental situation), arousal (the degree to which a person is excited, stimulated, or active in a situation), and dominance (the level in

which a person feels in control of a situation, or in submission to a situation) (Mehrabian and Russell, 1974). Fascination brings about an increase in cognitive effectiveness, reduction in stress and a greater relaxed state. Fascination will increase arousal by opening up avenues of stimulation and activity in the situation, pleasure by increasing the degree in which an individual feels good, and will contribute to dominance by reducing stress and anxiety in the individual's reaction to the environment.

Hypotheses One

Action-oriented individuals are able to execute their plans expeditiously and have strong coping mechanisms to defer competing environmental messages that could obfuscate the completed task. Action-oriented people will show a tendency to approach difficulties in a dynamic fashion (Bagozzi, Baumgartner, and Yi, 1992). Given this theory, I posit that action-oriented individual's internal motivations are important in the completion of any task, whether for the purpose is attaining a goal, or accomplish a state of relaxation. Dawson, Bloch, and Ridgway (1990) confirm this hypothesis by suggesting that feeling states within an environment may reflect feelings brought to the environment.

Thus, for action-oriented individuals to enjoy an escape experience, they must first be open to the opportunity to relax. If the completion of an escape experience is completion of the intended goal, an action-oriented individual will experience a higher-rated utilitarian value than a state-oriented individual. The state-oriented individual, influenced by contextual cues of an escapist experience to have an active participation with the environment, achieves a greater level of arousal and pleasure than the action-oriented individual does. The state oriented individual will not need to indulge in task-completion behavior as the action-oriented individual, as they are more susceptible to

being "swept away" with the experience. The action-oriented individual is posited to need a current "state of mind" to accept the experience, thus indulging in Coleridge's (1817) "willful suspension of disbelief."

H1: Self-Regulation Behavior –> Escape

H1: Self-regulation moderates the relationship between escape and positive affect such that state (action) oriented subjects will display a more (less) positive escape-positive affect relationship.

Fascination, Authenticity, Escape, and Positive Affect

Fascination

Fascination refers to involuntary attention, the ability of the environment to attract attention with little or no cognitive effort. In fascination, an individual's attention is both "involuntarily and effortlessly" engaged (Packer, Bond, and Nigel, 2010). "Involuntarily" means that the nature of the environment draws one's interest without the obvious directed attempt to influence an individual. Effortless attention is being without a requirement by the individual to produce an effort to concentrate. This effortless, involuntary attention is a core of attention restoration theory (Kaplan and Kaplan, 1989) which restores cognitive effectiveness. Fascination fosters interest without requiring trouble or an effort (Kaplan, 1983).

Another requirement of involuntary attention is coherence (Kaplan and Talbot, 1983). All the stimulation must fit in an appropriate whole, without confusion. Thus, a fascinating environment is one that draws attention effortlessly, has coherence, appropriateness, fits together as one seamless scene, and restores an individual's cognitive effectiveness through the effortless active participation with the environment.

Authenticity

Caru and Cova's (2004) statement that a consumer seeks meaning best describes authenticity for the purpose of this dissertation. The desires for goods that are indexically authentic help gauge the value of a good or experience. Indexicality is so desirable that when non-authentic cues are available and there are breaches of indexicality, consumers will overlook these non-authentic breaches and will focus on the cues that signal sincerity (Leigh, Peters, and Shelton, 2006).

Wang (1999) identifies two possible dimensions of authenticity: object-based and existential. These dimensions reflect different bodies of thought in the understanding of the authentic. Existential authenticity is esoteric. Existential authenticity emphasizes a connection to the "real" (Kolar and Zabkar, 2010) and does not exist within things but within the self. What the consumer in an existential experience hopes to find in an authentic experience is the internal tapping of their "true self," a connection to their own authenticity. The outcome of their consumption experience with authenticity is a sense of enjoyment and escape from the current existence, a connection with their "true self" in the context of a foreign place, a different time, or a unique culture.

Object-based authenticity is the "real" contained in artifacts connected with genuine places and events (Kolar and Zabkar, 2010). Consumers seek authentic artifacts because they correspond to reality, and contain more than the implication of "genuineness." Thus: object-based authenticity is centered on the authentic object; existential authenticity is centered on the individual's need to participate in a genuine experience.

Escape

Escapism is the active participation by a consumer with an environment to create a meaningful experience that "takes them away" from their normal routines and helps them get away from anxieties and unhappy events. Gross (1961) described escape as necessary for a person's health, consistent with self-regulation theory of Sarbin (1983), Epstein (1983), and Vuorinen (1983). In tourism research, escapism suggests three common factors: the departure from daily life, the escape to a particular destination, and the active involvement in specific activities at the destination important in the immersive experience (Oh, Fiore, and Jeoung, 2007).

Hypotheses Two

Fascination and authenticity in an escapism experience directly affect the affective state of an environment. An experience that is valued as a high fascination experience will create a greater sense of restoration and will increase cognitive effectiveness and bring about feelings of release and relaxation. These feelings of release will reduce tensions, leave the individual receptive to arousal, and promote the active participation in an escapist experience. Conditions of perceived stress have been associated with negative affect (Watson, Clark, and Tellegen, 1988). Logically, perceived restoration brought about through fascination is positively related to positive affect.

An experience that is high in authenticity will provide an added purpose to the experience, the chance for the consumer to tap into the "true self" and promote the connection to personal authenticity. In an escapist experience, there can be difficulty in defining the difference between the real and the contrived. Whether the experience provides object-oriented authenticity (provided by things that are authentic), existential

authenticity (a connection to the true self), or both, an authentic experience affirms the "realness" of an experience that involves an escape from the mundane. Thus, an experience high in authenticity will promote an escape experience with a higher level of affect than does an unauthentic experience. Furthermore, an experience considered authentic is consistent with Caru and Cova's (2004) position that consumers seek meaning in their consumption experiences.

Fascination and authenticity have an indirect effect through the mediation of escape. Cohen (1979) proposes that the purpose of an escapist experience is to search for a meaningful life, or to find a person's center while away from the mundane experience. The search for meaning in a life is consistent with the quest for authenticity, the search for the true and the authentic in an individual's life. To search for escape is to seek a place necessary for a healthy life and to seek the removal from the reality of a mundane life (Gross, 1961). Fascination in the definition of environmental psychology is the alleviation of stress through the immersion in an environment that is both involuntary and effortless. An immersive environment that surrounds the consumer reduces stimulation not coherent or congruent with the staged state. Immersion promotes an environment that is both effortless in its attention and involuntary to contemplate, and such an environment is conducive to the restoration of cognitive processing and the relief of stress. When one is in a relaxed state, escapism is less difficult to participate in and helps to explain the effect of fascination in the production of positive affect.

The active participation by consumers in the production of the escapist experience also promotes qualities of an experience that are real and authentic. Of the two types of authenticity, existential authenticity, with its connection of man to the real state promotes

an escapist environment and helps to explain the relationship between authenticity and positive affect. Thus, escape, with its ability to help explain its effects on positive affect, is a mediator of authenticity and fascination.

H2: Authenticity and fascination -> positive affect

H2a: Perceived fascination is positively related to positive affect.

H2b: Perceived authenticity is positively related to positive affect.

H2c: Escape is posited to have a mediating effect between the relationship of authenticity and positive affect.

H2d: Escape is posited to have a mediating effect between the relationship of fascination and positive affect.

Fascination and Authenticity, Hedonic and Utilitarian Value

Fascination and Value

Hedonic value defined for this dissertation as the immediate gratification provided by the experience (Babin, Chebat, and Michon, 2004). These experiences include fun, novelty, and excitement. Hedonically valuable shopping experiences or services have such emotive qualities as heightened involvement, fantasy fulfillment, and escapism (Bloch and Richens, 1983, Hirschman, 1983). Fascination can carry such hedonic qualities. Fascination refers to the effortless way in which an environment can hold an individual's attention and is related to relaxation and the escape from stress and anxiety, and has been found to be indirectly related to satisfaction (Rosenbaum, 2010). With the release of stress, the recovery from anxiety and the overall relaxation state, there is a probability that pleasure increases and an individual will feel the immediate gratification of the release from stress. Thus, fascination will have a direct positive relationhip with hedonic value.

Fascination also carries the capacity of a utilitarian experience. Utilitarian value reflects instrumental benefits (Babin and Darden, 1994) and represents task accomplishment (Babin, Chebat and Michon, 2004). One of the results of a fascinating experience is the relief of tension. Attention restoration theory (ART) states that those things that require our direct attention create tension and stress, due to the cognitive resources that individuals use to attend to demands that require our undivided attention are finite (James, 1892). Another facet of self-regulation theory concerning place-identity posits that we will go to places that help us regulate our psyche and balance our self-esteem (Epstein, 1983; Vuorinen, 1983). If the individual's purpose in the visitation of a place is to alleviate stress and restore internal balance, then the visit is the completion of a task and consistent with utilitarian value.

Authenticity and Value

Experiences that are indexically authentic help measure the value of an experience. Existential authenticity emphasizes the importance of escape and getting away from a current existence (Kolar and Zabkar 2010). With the objective marker of a perceived authentic experience, an individual has an acceptable benchmark to judge the viability of a satisfying experience. As stated, utilitarian value reflects instrumental benefits (Babin and Darden, 1994) and represents task accomplishment (Babin, Chebat, and Michon, 2004). The delivery of utilitarian value is through the successful completion of a shopping task or services delivery. To determine the successful completion of a task, one would need a necessary benchmark in order to measure its success or failure. Indexically authentic experiences are theoretically capable of providing a measurement to judge the success or failure of an experience and are related to utilitarian value.

Authenticity can also be the basis of a hedonic experience. Cacioppo and Petty's (1981) elaboration-likelihood model states there are two routes of persuasion. The first is the central route, though the merits of valid information that advocate a position. The second is informational cues that support the position, known as the peripheral route. Cues can be reliable brands, opinion leaders, or other markers of trust. Customers in the pursuit of haute cuisine identify those restaurants that provide indexical cues that support an authentic experience. In French restaurants in the United States, such as those at EPCOT, the authentic experience has indexicality: waiters, cooks, and related personnel are all from France, the wines are French, and fine institutions such as Le Cordon Bleu have trained the chefs. With support from object-oriented authenticity in the form of genuine French wine and cuisine, and the existential authenticity of a connecting the consumer with the "true self" of a French dining experience, customers experience the immediate gratification in the active participation of an escape to France in the pursuit of fine dining.

Hypothesis Three

From the discussion on Hypothesis Two, there is sufficient support for authenticity and fascination as being the driver of both hedonic and utilitarian experiences.

H3: *Fascination –> Hedonic Value*
Authenticity –> Utilitarian Value

H3a: Fascination is positively related to Hedonic Value.

H3b: Authenticity is positively related to Utilitarian Value.

Positive Affect and Approach/Avoidance

Positive affect is related to Approach/Avoidance behaviors (Donovan and Rossiter, 1982; Hui and Bateson, 1991; Donovan, Rossiter, Marcoolyn, and Nesdale, 1994; Babin and Darden, 1995; Babin, Chebat, and Michon, 2003). A person experiences the immediate gratification of relaxation, enjoyment, and arousal from an escapist experience, characterized by Pine and Gilmore (1999) as being the balance between active consumer participation and immersion.

Mehrabian and Russell (1974) describes Approach/Avoidance behaviors as those activities that are the result of the mediating variables of affect, including physical approach, exploration, social affiliation, performance, positive evaluation, and others. Approach behavior is the resultant behavior of positive affect, such as pleasure surroundings creating the desire to investigate and environment further; avoidance behavior is the result of negative affect, such as loud sounds discouraging the investigation of a restaurant.

Hypothesis Four

Approach behaviors include an increased willingness to interact with others in the environment (Babin, Chebat, and Michon, 2003), as well as spend more time and return to the environment. Restorative environments have been found to be places where individuals return to often (Korpela, Hartig, Kaiser, and Fuhrer, 2001) due to the ability of these environments to reduce stress and create relaxing experiences. Rosenbaum (2010) confirmed the restorative qualities of "third places" and showed the positive relation between these qualities and the desire to spend time and interact with the

environment. Donvan and Rossiter (1982) state that affect is a powerful determinant of approach-avoidance behavior.

A successful interaction of an escapist experience, which includes an interaction between active participation and immersion in the environment, is the definition of a co-creation experience, as defined by Vargo and Lusch (2004). The consumer in an escapist scene has perceived control over their experience, with the ability of creating their own value. An escapist scene that includes fascination, which reduces fatigue and encourages relaxation and authenticity, which provides confirmation of an experience connected to their true self, induces arousal and pleasure. Higher perceived control induced by the active participation, arousal, and pleasure induced from the relief of stress and anxiety are all positive affective signs. These feelings of pleasure and arousal will lead to approach behaviors by consumers.

H4: Positive Affect –> Approach/Avoidance Behavior

H4: Positive Affect is positively related to Approach/Avoidance Behavior.

Approach/Avoidance Behavior and Hedonic Value and Utilitarian Value

As with an affective state, hedonic and utilitarian value are positively related to approach/avoidance behaviors (Hui and Bateson, 1991; Babin and Darden, 1995; Babin, Chebat, and Michon, 2003). A hedonic experience is one in which there is immediate gratification, one that supports a willingness to spend more time in the environment and enjoy the experience. A satisfying utilitarian experience that adds value is one that represents task accomplishment and a successful completion of a task. An increase in

utilitarian value could encourage the practice of an experience that one is successful in completing.

Hypothesis Five

Mehrabian and Russell (1974) describe approach behaviors as those activities that are the result of the mediating variables of affect, including physical approach, exploration, social affiliation, performance, positive evaluation, and others. In approach behaviors, consumers immersed in an escapist experience are actively participating in the environment and play a part in the scene. This control over the environment reduces uncertainty and submissiveness to the interaction and encourages consumers to stay and interact. This interaction relates to both utilitarian and hedonic values.

As the creation of utilitarian value is through the successful completion of a shopping task or services delivery, the successful enjoyment of an escapist scene that restores cognitive effectiveness is consistent with the definition of a utilitarian experience. Hedonic experiences include fun, novelty, and excitement. Approach behaviors brought about through the relief of stress and the enjoyment of relaxing experiences, which include social interaction with others and the positive evaluation of the consumption experience, will lead to immediate gratification and ultimately produce hedonic value.

H5: Approach/Avoidance Behavior –> Hedonic Value
Approach/Avoidance Behavior –> Utilitarian Value

H5a: Approach/Avoidance Behavior is positively related to Hedonic Value

H5b: Approach/Avoidance Behavior is positively related to Utilitarian Value

CHAPTER 3

RESEARCH METHODOLOGY

The following is a discussion of the constructs, the survey design and data collection methods, and the measurement scales used to quantify the given constructs and test the hypotheses. The measurement scales will come from each of the given constructs.

Conceptual Definitions and Measurement Scales

A Self-Regulation State is the individual's capabilities to carry out a given goal (Kuhl, 1992). Kuhl defined self-regulation as being two states, action-oriented and state-oriented. Action-oriented individuals will have firm intentions at the start of initiating an action (Babin and Darden, 1994). They execute their plans and have strong coping mechanisms to defer competing environmental messages that could obfuscate the completed task. State-oriented individuals are more easily affected by incursions into their projected plans and are noted to have low self-regulatory capacity. State-oriented individuals have approach/avoidance behaviors that are more passive (Bagozzi, Baumgartner, and Yi, 1992).

A scale for the measurement of self-regulation is the Diefendorff, Hall, Lord, and Strean (2000) action-control scale (ACS). The ACS scale confirmed there are three dimensions of self-regulation: preoccupation, hesitation, and volatility.

Preoccupation indicates the degree to which a person explicitly process information related to some past, present or future state (Diefendorff, Hall, Lord, and Strean, 2000). Hesitation refers to the degree to which a person has difficulty initiating goal-directed activities (Diefendorff, Hall, Lord, and Strean, 2000). Volatility is concerned with the ability to stay in the action-oriented mode when necessary (Diefendorff, Hall, Lord, and Strean, 2000), and the degree to which individuals become distracted when working on an interesting or necessary task. The revised ACS scale is comprised of nin items for preoccupation, eight items for hesitation, and six items for volatility.

Escape is the perception of a change of scenery as well as an release from some aspect of life that is ordinarily present (Laumann, Garling, and Stormark, 2001). This definition stems from environmental psychology as being one of the dimensions of a restorative environment. To measure the construct escape, the Perceived Restorativeness Scale (Hartig, Kaiser, and Bowler, 1997; Korpela, Hartig, Kaiser, and Fuhrer, 2001), is to be used.

Fascination in a restorative experience is the effortless attention of an environmental factor (Kaplan 1992). The environment does not take higher-order processing to understand; it is simple, direct, and effortlessly understood. The Percieved Restorativeness Scale, using a seven-dimension construct, measures the ability for the environment to gain and hold one's attention.

Authenticity is the "credibility of existence" (Trilling, 1972) and is required for honest social relationships. Authenticity is an experience that is honest, sincere, and real. It has indexical cues that establish its credibility, honesty, and sincerity. In

conceptualizing authenticity from a consumer perspective, Kolar and Zabkar (2010) identify two types of authenticity: the object-based and the existential. Object-based authenticity is the desire to visit and see original sites and artifacts and to purchase crafts and goods deemed authentic. Once a consumer accepts these items and places as being authentic, they will become personally involved in the experience in both the place and the interaction with objects, experiencing the "natural context" and "daily life" of the perceived authentic place (McIntosh, 2004). Existential authenticity emphasizes the importance of escape and getting away from a current existence (Kolar and Zabkar, 2010). The enjoyment of authenticity is through the perception of history through art and exhibited artifacts. What the consumer in an existential experience hopes to find in an authentic experience is the internal tapping of their "true self," a connection to their own authenticity.

The scale for authenticity is the Kolar and Zabkar (2010) scale, derived from Middleton and Clarke (2004), Swarbrooke (1999), and McKercher (2002). The scales include a four-item scale for object-based authenticity and a six-item scale that measured existential authenticity. Both of these scales will be adjusted to measure the applicable atmospheric or servicescape.

The scale for positive affect is the Mehrabian and Russell (1974) three-dimension construct measuring environmentally evoked emotions. These emotions include pleasure, arousal, and dominance. In order to measure pleasure and arousal in one-dimension the six-item semantic differential scale by Russell and Pratt (1980) is used.

Approach/Avoidance is defined as being to include behaviors such as an increased willingness to interact with others in the environment (Babin, Chebat, and Michon,

2003), as well as spend more time in and return to the environment. Approach/avoidance behavior uses the eight-item scale from Donovan and Rossiter (1982) that measures comfort, liking, and return probability.

Hedonic value is an immediate gratification created in reaction to environmental stimuli while utilitarian value reflects instrumental benefits (Babin, Griffin and Darden, 1994) and represents task accomplishment (Babin, Chebat, and Michon, 2004). The 11-item scale measuring hedonic value and the four-item scale measuring utilitarian value (Babin, Griffin and Darden, 1994) will quantify these constructs (See Figure 3.1).

Construct:	Source:	Scale Items
Action Control Scale	**Diefendorff, Hall, Lord, and Strean (2000)**	**Preoccupation** If I've worked for weeks on one project and then everything goes completely wrong with the project: a. I have a hard time concentrating on something else b. It bothers me for a while, but then I don't think about it anymore If I had just bought a new piece of equipment (for example an iPhone) and it accidentally fell on the floor and was damaged beyond repair: a. I would manage to get over it quickly b. It would take a long time to get over it If I have to talk to someone about something important and, repeatedly, can't find him or her at home: a. I can't stop thinking about it, even while I'm doing something else. b. I easily forget about it until I see the person. When I am told that my work has been completely unsatisfactory: a. I don't let it bother me too long. b. I feel paralyzed. If I'm stuck in traffic and I miss and important appointment: a. At first, it's difficult for me to start to do anything else at all. b. I quickly forget about it and do something else. When something really gets me down: a. I have trouble doing anything at all.

Action Control Scale	**Diefendorff, Hall, Lord, and Strean (2000)** **(Cont.)**	b. I find it easy to distract myself by doing other things. When several things go wrong on the same day: a. I usually don't know how to deal with it. b. I just keep on going as though nothing had happened. When I have to put all my effort into doing a really good job on something and the whole thing doesn't work out: a. I don't have too much difficulty starting something else. b. I have trouble doing anything at all. **Hesitation** When I know I must finish something soon: a. I have to push myself to get started. b. I find it easy to get it done and over with. When I don't have anything in particular to do and I am getting bored: a. I have trouble getting up enough energy to do anything at all. b. I quickly find something to do. When I am getting ready to tackle a difficult problem: a. It feels like I am facing a big mountain that I don't think I can climb. b. I look for a way that the problem can be approached in a suitable manner. When I have to solve a difficult problem: a. I usually don't' have a problem getting started on it. b. I have trouble sorting things out in my head so that I can get down to working on the problem. When I have a lot of important things to do and they must all be done soon: a. I often don't know where to begin. b. I find it easy to make a plan and stick to it. When I have to take care of something important which is also unpleasant: a. I do it and get it over with. b. It can take a while before I can bring myself to it. When I am facing a big project that has to get done: a. I often spend too long thinking about where I should begin b. I don't have any problems getting started. When I have an obligation to do something that is boring and uninteresting: a. I do it and get it over with.

Action Control Scale	**Diefendorff, Hall, Lord, and Strean (2000)** **(Cont.)**	b. It can take a while before I can bring myself to do it. **Volatility** When I have learned a new and interesting game: a. I quickly get tired of it and do something else. b. I can really get into it for a long time. When I read an article that interests me: a. I usually remain so interested in the article that I read the entire article. b. I still often skip to another article before I've finished the first one. When someone brings up an interesting topic for discussion: a. It can easily develop into a long conversation. b. I soon lose interest and want to go do something else. When I am busy working on an interesting project: a. I need to take frequent breaks and work on other projects. b. I can keep working on the same project for a long time. When I read something I find interesting: a. I sometimes still want to put the article down and do something else. b. I will sit and read the article for a long time. When I am trying to learn something new that I want to learn: a. I'll keep at it for a long time. b. I often feel like I need to take a break and go do something else for a while.
Perceived Restorative Scale – Escape	**Korpela, Hartig, Kaiser, and Fuhrer, (2001)**	This place is a refuge from unwanted distractions. Spending time here gives me a break from my day to day routine. This is a place to get away from the things that usually demand my attention. Being here helps me to stop thinking about the things that I must get done. I experience few demands for concentration when I am here.

Perceived Restorative Scale – Fascination	**Korpela, Hartig, Kaiser, and Fuhrer, (2001)**	Following what is going on here really holds my interest. This place is large enough to explore in many directions. This place awakens my curiosity. There is much to explore and discover here. My attention is drawn to many interesting things here. It is hard to be bored here.
Object-Based Authenticity Scale	**Kolar and Zabkar (2010)**	The overall architecture and impression of the scene inspired. I like the peculiarities about the interior design and furnishings. I like the way the site blends with the attractive scenery, which offers many other interesting places for sightseeing. I liked the information about the site and found it interesting. I like the arrangements connected to the scene.
Existential Authenticity	**Kolar and Zabkar (2010)**	This scene provided an insight into the historical era. Looking at the scene I felt the related history, legends and historical feel. I felt connected with human history and civilization
Pleasure-Arousal-Dominance Scale	**Mehrabian and Russell (1974)**	Pleasure: Happy----------Sad Pleased---------Annoyed Satisfied--------Unsatisfied Contented------Melancholic Hopeful--------Despairing Relaxed--------Bored

Pleasure-Arousal-Dominance Scale	**Mehrabian and Russell (1974)**	Arousal: Stimulated-------Relaxed Excited----------Calm Frenzied----------Sluggish Jittery----------Dull Wide-awake-----Sleepy Aroused----------Unaroused Dominance: Controlling------Controlled Influential-------Influenced In control--------Cared-for Important--------Awed Dominant--------Submissive Autonomous----Guided
Approach/ Avoidance Scale	**Donovan and Rossiter (1982)**	I would enjoy shopping in this place. I would like to spend time browsing in this place. I would avoid returning to this place. In this place I would feel friendly and talkative to a stranger who happens to be near me. I would avoid looking around or exploring this environment. I like this environment. In this place I would try to avoid other people, and avoid having to talk to them. This is the sort of place where I would spend more money than I originally set out to spend.

Hedonic Value Scale	**Babin, Darden, and Griffin (1994)**	This shopping trip was truly a joy. I continued to shop, not because I had to, but because I wanted to. This shopping trip truly felt like an escape. Compared to other things I could have done, the time spent shopping was truly enjoyable. I enjoyed being immersed in exciting new products. I enjoyed this shopping trip for its own sake, not just for the items I may have purchased. I had a good time because I was able to act on the "spur-of-the-moment." During the trip, I felt the excitement of the hunt. While shopping, I was able to forget my problems. While shopping, I felt a sense of adventure. This shopping trip was not a very nice time out.
Utilitarian Value Scale	**Babin, Darden, and Griffin (1994)**	I accomplished just what I wanted to on this shopping trip. I couldn't buy what I really needed. While shopping, I found just the item(s) I was looking for. I was disappointed because I had to go to another store(s) to complete my shopping.

Figure 3.1 *Scales for Pretest*

Test Methodology

Pretest

The primary purpose of the pretests will be to ensure the viability of the scenarios used, the quality of the data manipulations, and to ensure the validity and reliability of the measured constructs. Because scales developed from different disciplines have not yet been used together in this context, the viability of the inter-discipline scales needs confirmation.

A convenience sample of students and associates helped conduct a pretest to answer the following questions: do the unique scales used constitute unique constructs? Is it possible to use the scales from different disciplines and measure concepts that contribute to marketing? Can the action-control scale successfully provide a valid measure of self-regulation in its current form? Finally, can the three interactions of escape, fascination, and authenticity be captured, and how do we represent these in escapist environments?

Pretest Methodology

The intention of this study is to manipulate escape, fascination, and authenticity by providing instances of environments where each manipulation represents a low condition and a high condition. Thus, a low/high of each construct is required. A 2 (low versus high escape) x 2 (low versus high fascination) x 2 (low versus high authenticity) frame will be developed to measure the interaction of all three qualities. One of the more difficult questions is capturing the qualities of the three constructs and their impact upon the environment. Stated, how do we manipulate escape, fascination, and authenticity? What is the way to state the qualities of escape in the evaluation of an escapist

environment, as well as fascination and authenticity? Do we give the consumer a scenario of the scene and have them picture it themselves, or do we provide them with visual images that represent them?

Experimental designs require the manipulation of each of these qualities. However, an individual does not absorb one servicescape design characteristic at a time. Bitner (1992) proposed that the individuals in a servicescape environment perceive it holistically as the product of three dimensions: ambient conditions, the spatial layout of the environment, and the signs, symbols, and artifacts in the environment. While being able to be individually recognized, perception is a holistic pattern of individual stimuli. Kaplan (1983) supports the contention of a holistic perception by positing that environments that foster attention without a struggle require coherence, otherwise an environment with a multitude of fascinating and interesting stimuli would be more likely to confuse rather than restore. Michon, Chebat, and Turley (2003) commented on looking at a "basket" of environmental cues rather than a single cue, referring to the holistic perception as cue congruence or appropriateness (Babin, Chebat, and Michon, 2005). Ballantine, Jack and Parsons (2010) studied the interactions of Turley and Mililman's (2000) and found the topology yielded 57 specific environmental cues, and concluded to analyze them all would require over 29,000 three-way interactions. Their proposed model of the retail concept has evolved to a fuller understanding of the hedonic experience that includes the concept that consumer immersion requires a holistic approach to understand the consumption experience.

Experimental Design

In order to perform the experiment, scenes that represent an entire environment with qualities that are conducive to the experimental variables are to be tested to confirm plausibility. The 2 (low versus high escape) x 2 (low versus high fascination) x 2 (low versus high authenticity) frame for testing these qualities requires environments that match these conditions. This is shown is Figure 3.2.

Low Escape Low Authenticity Low Fascination	Low Escape High Authenticity Low Fascination	High Escape Low Authenticity Low Fascination	High Escape High Authenticity Low Fascination
Low Escape Low Authenticity High Fascination	Low Escape High Authenticity High Fascination	High Escape Low Authenticity High Fascination	High Escape High Authenticity High Fascination

Figure 3.2 *Experimental 2 (Low Versus High Escape) x 2 (Low Versus High Fascination) x 2 (Low Versus High Authenticity) Frame for Testing Environment Interaction*

Each cell represents a service environment that satisfies the conditions of each frame. Thus, a service environment may be low in the qualities of escape, low in the qualities of authenticity, and low in the qualities of fascination. To provide an appropriate environment for each cell, the following definitions are used:

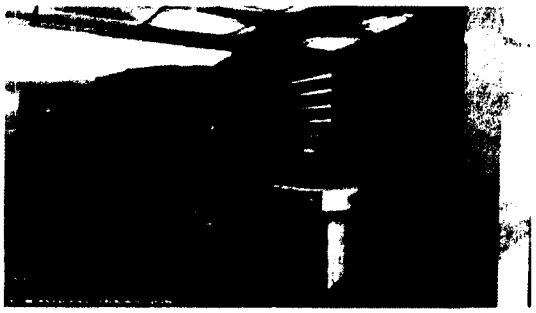
Escape – is the active participation by a consumer with an environment to create a meaningful experience that "takes the consumer away" from their normal routines and helps the consumer get away from anxieties and unhappy events. Escapism removes

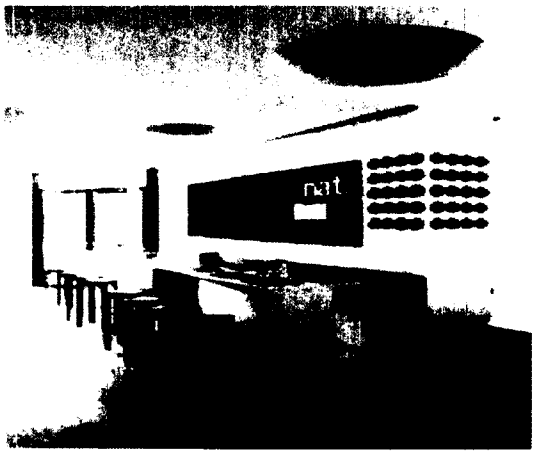
consumers from the mundane and routine and provides a relaxing and rewarding experience.

Authenticity – is a sincere, genuine connection to the real, the internal tapping of the "true self," a connection to an individual's own authenticity. Authenticity is an experience that is honest, sincere, and real. It has indexical cues that establish its credibility, honesty, and sincerity.

Fascination – is the environment's ability to attract attention with little or no cognitive effort. In fascination, an individual's attention is both "involuntary and effortless."

Searching websites on the Internet produced pictures of environments to match each one of these cell conditions. Based upon the understanding of these concepts, the following service environments represent the tested high and low conditions (See Figure 3.3).

Condition	**Environmental Representation**
Low Escape Low Authenticity Low Fascination	

Low Escape Low Authenticity High Fascination	
Low Escape High Authenticity Low Fascination	
Low Escape High Authenticity High Fascination	
High Escape Low Authenticity Low Fascination	

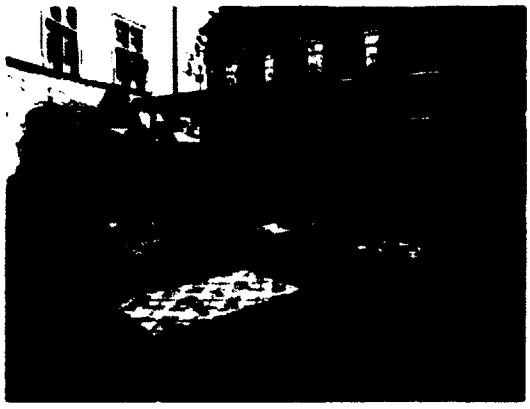
High Escape Low Authenticity High Fascination	
High Escape High Authenticity Low Fascination	
High Escape High Authenticity High Fascination	

Figure 3.3 *Cell Environments and Conditions Tested*

Survey Methodology

The conducting of an online survey is performed through Qualtrics using the 2 x 2 x 2 frame described above. The subjects were a convenience sample recruited at two southeast universities, plus requests via Facebook. The resultant sample was sufficient to populate each cell to test the viability of the constructs.

The subjects were told they were going to see a scene, and to please study it. The scene consisted of one of the pictures in the cells above. The software randomly rotated

the screens for the subjects to provide an even distribution of cells. After a sufficient amount of time, the subjects were asked to go to the next screen. The picture remained at the top of the screen while the subjects were asked to fill out the escape scale, the fascination scale, and the authenticity scale, consisting of the object based and existential authenticity scales. After this screen had been displayed, the subjects were asked to fill out the ACS scale to determine the action and state orientation of the subject. Finally, the last screen collected demographic data.

Pretest Results

The constructs were tested to confirm the reliability and discriminant validity. A CFA was run to determine the most parsimonious model and yielded four distinct constructs.

Fascination is a four-item construct, reflecting the generation of the following emotions:

> Following what is going on here really holds my interest.
> My attention is drawn to many interesting things here.
> This place awakens my curiosity.
> There is much to explore and discover here.

Escape is a three-item construct, consisting of:

> This place is a refuge from unwanted distractions.
> Spending time here gives me a break from my day-to-day routine.
> This is a place to get away from the things that usually demand my attention.

Object-Base Authenticity used four authenticity variables, including:

> The overall architecture and impression of the scene inspired.
> I like the peculiarities about the interior design and furnishings.
> I like the way the site blends with the attractive scenery, which offers many other interesting places for sightseeing.
> I like the arrangements connected to the scene.

Existential Authenticity used four authenticity variables, including:

> This scene provided an insight into the historical era.
> Looking at the scene I felt the related history, legends and historical feel.
> I felt connected with human history and civilization.

A spreadsheet to calculate the average variance extracted and to determine the construct reliability and discriminant validity was performed and yielded the results shown in Figure 3.4.

	Escape	Fascination	Existential Authenticity	Object-Based Authenticity
ESC_Refuge	0.90			
ESC_Getaway	0.89			
ESC_Abreak	0.79			
FASC_Hinterest		0.63		
FASC_Matt		0.84		
FASC_Curiosity		0.93		
FASC_Discovery		0.70		
AUTHEXT_Insight			0.84	
AUTHEXT_Feeling			0.95	
AUTHEXT_Connection			0.81	
AUTHOBJ_Inspired				0.83
AUTHOBJ_Design				0.90
AUTHOBJ_Sights				0.83
AUTHOBJ_Arrangement				0.87
Variance Extracted	74.21%	61.44%	75.47%	73.62%
Construct Reliability	0.90	0.86	0.90	0.92
Φ matrix	**Escape**	**Fascination**	**AUTH_EXT**	**AUTH_OBJ**
Escape	1.000			
Fascination	0.480	1.000		
AUTH_EXT	0.310	0.480	1.000	
AUTH_OBJ	0.510	0.790	0.470	1.000
Φ matrix SQUARED	**Escape**	**Fascination**	**AUTH_EXT**	**AUTH_OBJ**
Escape	1.00			
Fascination	0.230	1.00		
AUTH_EXT	0.096	0.230	1.00	
AUTH_OBJ	0.260	0.624	0.221	1.00

Figure 3.4 *AVE Calculations on 4-Item Construct*

The tests yield the following results. The constructs of fascination, escape and authenticity represent unique constructs and have sufficient construct reliability to confirm the variables are measuring the constructs and are not measuring some other construct. The variance extracted in relation to the phi matrix confirms the constructs have sufficient discriminant validity and are thus distinct from one another.

GLM

A general linear model was performed on the summated scales for fascination, authenticity, and escape to determine the significance of each (Figure 3.5).

1.Escape

Estimates					
				95% Confidence Interval	
Dependent Variable	**Escape**	**Mean**	**Std. Error**	Lower Bound	Upper Bound
SS_Fascination	.00	15.617	1.053	13.495	17.738
	1.00	18.490	1.060	16.354	20.626
SS_Authenticity	.00	9.463	.710	8.032	10.893
	1.00	10.021	.715	8.580	11.461
SS_Escape	**.00**	**13.056**	**.683**	**11.681**	**14.432**
	1.00	**15.656**	**.688**	**14.271**	**17.041**

2. Authenticity

Estimates					
				95% Confidence Interval	
Dependent Variable	Authenticity	Mean	Std. Error	Lower Bound	Upper Bound
SS_Fascination	.00	15.877	1.088	13.685	18.069
	1.00	18.229	1.025	16.166	20.293
SS_Authenticity	**.00**	**7.088**	**.734**	**5.609**	**8.566**
	1.00	**12.396**	**.691**	**11.004**	**13.787**
SS_Escape	.00	12.931	.706	11.510	14.353
	1.00	15.781	.664	14.443	17.119

3. Fascination

Estimates					
				95% Confidence Interval	
Dependent Variable	Fascination	Mean	Std. Error	Lower Bound	Upper Bound
SS_Fascination	.00	15.971	1.053	13.849	18.092
	1.00	18.135	1.060	15.999	20.271
SS_Authenticity	.00	8.671	.710	7.240	10.102
	1.00	10.813	.715	9.372	12.253
SS_Escape	.00	14.015	.683	12.639	15.390
	1.00	14.698	.688	13.313	16.083

Tests of Between-Subjects Effects						
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	SS_Fascination	258.408[a]	7	36.915	1.282	.281
	SS_Authenticity	483.555[b]	7	69.079	5.276	.000
	SS_Escape	226.251[c]	7	32.322	2.671	.021
Intercept	SS_Fascination	14989.354	1	14989.354	520.628	.000
	SS_Authenticity	4891.494	1	4891.494	373.587	.000
	SS_Escape	10623.240	1	10623.240	877.766	.000
Escape	SS_Fascination	106.356	1	106.356	3.694	.061
	SS_Authenticity	4.017	1	4.017	.307	.582
	SS_Escape	87.109	1	87.109	7.198	.010
Authenticity	SS_Fascination	71.289	1	71.289	2.476	.123
	SS_Authenticity	363.104	1	363.104	27.732	.000
	SS_Escape	104.666	1	104.666	8.648	.005
Fascination	SS_Fascination	60.376	1	60.376	2.097	.155
	SS_Authenticity	59.104	1	59.104	4.514	.039
	SS_Escape	6.017	1	6.017	.497	.484

Figure 3.5 *Estimated Marginal Means for Escape, Fascination, and Authenticity*
Estimated Marginal Means

The interactions yielded sufficient results to confirm the manipulation of escape, both low and high, and authenticity, both low and high. Thus, there is confirmation that the 2 x 2 x 2 frame successfully manipulated the variables of low and high authenticity, but there was some difficulty manipulating escape.

Discussion

The study successfully tested the construct reliability of fascination, escape, and authenticity. The cells that relate to low and high authenticity and low and high fascination are significant and are thus testable in the main study. Fascination yielded limited results. There are several possible explanations. The first is the difficulty in manipulating pictures to convey individual environmental cues. As stated, subjects perceive servicescapes holistically. Attention to minimizing the total number of possible ambient cues, signs, and artifacts can be optimized by choosing scenes that have similar colors. All of the environments were restaurants. Care was taken to minimize confounding. However, the choices were limited from a pool of 100 pictures. Two of the scenes were outside versus the remaining were inside. Two of the pictures had people in them, while the remaining did not. Finally, there was error in the wording of one of the questions that perhaps could have lent confusion to the study. Because the test yielded limited success, the test modification is necessary to continue the study. The images used for the main study are shown in Figure 3.6.

The means were then tested to compare and find those pictures with the largest disparity between the low fascination/low escape/low authenticity and the high fascination/high escape/high authenticity. It was determined that Picture B scored the lowest means in fascination/escape/authenticity and Picture H had the highest.

Picture B: **Fascination Mean: 14.379** **Authenticity Mean: 6.75** **Escape Mean: 11.625**	
Picture H: **Fascination Mean: 21.500** **Authenticity Mean: 15.143** **Escape Mean: 17.000**	

Figure 3.6 *Selected Pictures for Main Study*

The test on the Action-Control scale yielded indeterminate results. The scale used an ordinal scale and did not translate well to the pretest. The scale is modified to a 7-point Likert scale to allow greater variance in the subject's answers and thus a scale with greater significance.

Main Test

The main test will include all of the scales presented in Chapter 3 and will test the full model of authenticity, fascination, and the mediating effects of escape. The frame will be reduced to a 2 (low/high fascination) x 2 (low/high authenticity) model using two of the cell pictures, which will be changed to signify different measures. The reduced frame will minimize the effect of confounding that involves using pictures that show unique environments. The two pictures are duplicated and modified to represent the two

needed conditions to complete the 2 x 2 frame. Thus, the Low Authenticity/Low Fascination will be duplicated and changed to reflect a Low Authenticity/High Fascination. The High Authenticity/High Fascination will be duplicated and manipulated to yield a High Authenticity/Low Fascination.

The definition used for fascination is "the environment's ability to attract attention with little or no cognitive effort." In fascination, an individual's attention is engaged both "involuntarily and effortlessly." To change the two original pictures to reflect lower fascination, two elements will be introduced. First, objects that or not symmetrical to the pictured environments will be introduced using Photoshop to add them and blend them with the scene. The objects will thus require a directed attention to the objects and will lessen the effortless attention the objects will bring. Second, modifications to the scene will add a level of incongruence that will also add to the cognitive burden the scene will create. For the low fascination, a background depicting a beach will add both involuntary and effortless attention to the scene. This modification should create a low authenticity, high fascination cell. Both of these two pictures will provide a level experience in servicescapes for a minimum of confounding (See Figure 3.7).

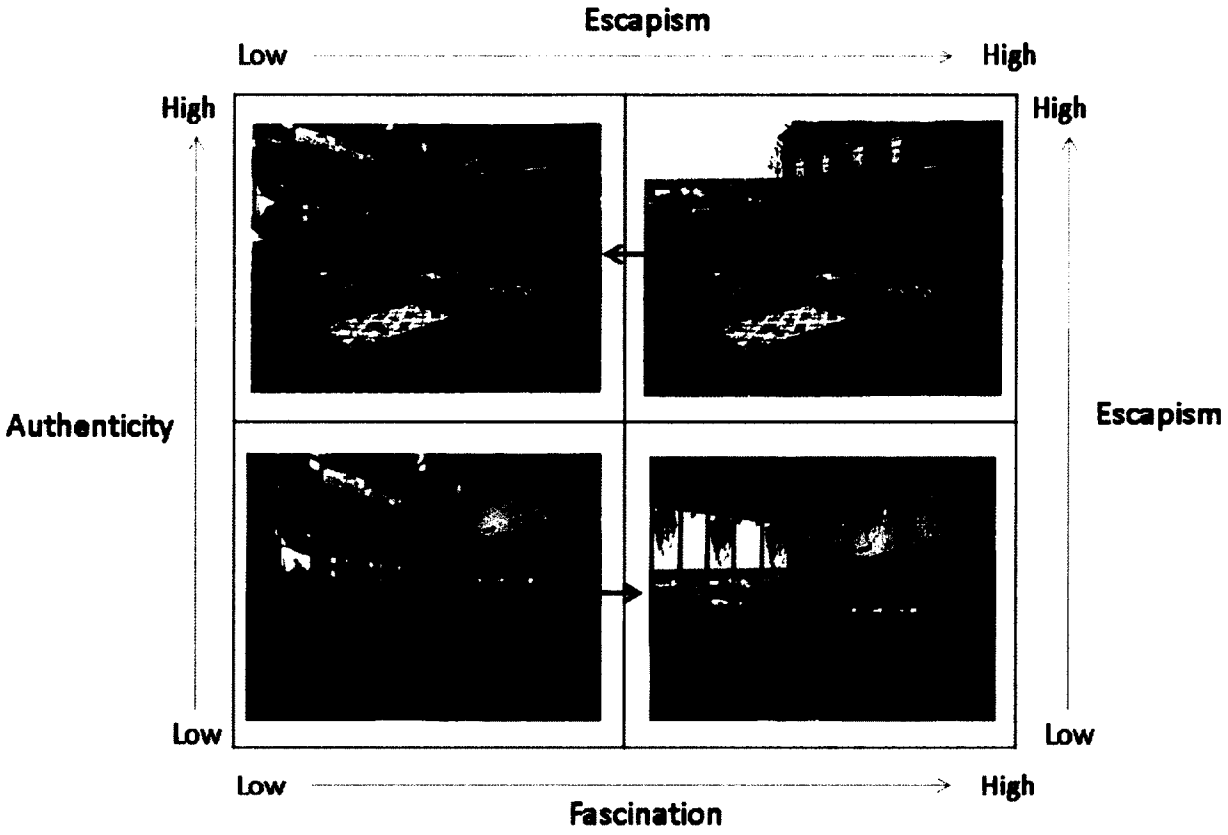


Figure 3.7 *Picture Manipulation*

Manipulations

Fascination and authenticity are manipulated between subjects. The two levels of fascination and authenticity will reflect the environments listed in the 2 x 2 frame.

Fascination is in two levels. A low level of fascination will describe an environment that is difficult to contemplate and requires an individual's direct attention to understand. A scene that is low in fascination also contains elements that are incongruent, which do not have a valid purpose for being presented. A high level of fascination includes scenes that are involuntary in our attention, that will draw us to the scene, and that attention is effortless and requires little or no cognitive resources to contemplate. Scenes high in fascination help the viewer recover from fatigue and stress

and provide the consumer with a relaxing, peaceful scene. After viewing the scene, high fascination scenes leave the viewer with pleasure. Low fascination scenes do not reduce stress and may increase fatigue.

Authenticity will be manipulated in two levels as well. A scene low in authenticity will be one that provides little in inspiration, with objects that provide functionality but little of the culture that produced it. The objects are copies or obvious reproductions. The scene and the environment will be disjointed, with clashing cultural features that lack cohesion. There would be few if no clues as to the historical nature of the environment, nor any understanding of the legends and story of the people it entails. Places high in authenticity are connected to the "true self" of the scene, high in sincerity. The objects in the environment provide clues to the historical nature of the scene and bring to mind stories and legends. The place will allow a connection to the individual viewer's true self through the provided scenes.

Proposed Study Operationalization of Concepts

Manipulation checks will be performed to verify that the respondents understood the nature of the scene. First, to make sure that there is no confounding with a preference for outdoors, the question, "regardless of climate, I would rather be outside than inside" will be asked, using a 7-point Likert scale with responses ranging from "strongly disagree" to "strongly agree." For connections to France, the question "Have you been to France" with a yes/no response will be asked, along with the question "I have a generally good impression of France" will be asked, using a 7-point Likert scale to measure the results.

For the hypotheses tests, manipulation checks will be needed to prove the manipulations are related to the measures of the latent variables. A General Linear Model (GLM) testing the significance of the group means will check the low and high conditions for both fascination and authenticity. Escape will be tested for mediation to determine if its effects on fascination and authenticity are significant. The means for escape, fascination, and authenticity will be plotted to determine if the relationship is ordinal or disordinal. It is expected that an ordinal relationship between fascination, authenticity and escape will be found.

A Confirmatory Factor Analysis (CFA) model will be performed to determine the most parsimonious model fit. The standardized estimates will be calculated to determine the Average Variance Extracted and measure the construct reliability and discriminant validity. The model will be checked to determine the model's overall fit. The Chi-Square test, used to measure the difference between the observed and estimated covariance matrix, will be performed along with the CFI (Comparative Fit Index, which will provide a more accurate test than the Normative Fit Index), the GFI (Goodness of Fit Index), and RMSEA, the root mean square error of approximation, otherwise known as the "badness of fit" test. No single one of these tests will determine by itself the validity of the model. It is with the utilization of all available indexes that the overall fit of the model will be determined.

The proposed model hopes to measure the effect of escape and better explain the effects due to fascination and authenticity as mediated by escape. By providing the proposed model, way of viewing the impact of escape is considered. By showing how the active participation in an immersive experience explains the restorative experiences of

fascination and the connection to that which is real in authentic experiences, this dissertation hopes to provide a new way to understand and design service environments. In designing servicescapes to provide effortless attention and authentic scenes, sales and service environments can provide a meaningful interaction, and through the transformative nature of consumption, provide greater overall value.

CHAPTER 4

EMPIRICAL RESULTS

This chapter focuses on the analytical details following from the research described in the previous chapter. The first part of this chapter describes work involved in refining the manipulations intended to operationalize fascination and authenticity. A methodology proposes the manipulation of fascination by altering two basic photographs, as well as data collection efforts, and pilot results of the proposed measurement theory. The second part of this chapter presents the findings of the main study. The findings will include a test of the measurement theory, an examination of the research hypotheses, and a general discussion concerning the complexities coming from the use of experimental research in the study of atmospherics.

The survey uses Photoshop pictures of restaurants and requires subjects to determine their answers given their perception of the pictured environments. The categorization of atmospheric qualities include size, flooring, lighting, music, color, texture, and the individual's including the employees and customers who occupy the environment (Turley and Millimann, 2000). Because the study will require subjects to place themselves mentally in the pictured location, there is an added difficulty in capturing the desired perception. Along with a check on the validity of the manipulation of authenticity and fascination will be a confirmatory factor analysis to check the construct validity of the proposed measurement theory. After examining the validity of

the manipulations and measurement theory, tests of the implied structural model and dissertation hypotheses follow. The results begin with an overview of a pretest of the proposed procedures.

Pretest Overview

In Chapter 1, a presentation of the hypothetical framework shows the theoretical constructs of authenticity and fascination and their posited effect on escape, as well as their related effects on hedonic and utilitarian value though effect on personal affect and approach/avoidance behaviors. The analyses in this chapter encompass those necessary to complete the pretesting. Results of pretest manipulation checks include a MANOVA of the dimensions of fascination and authenticity. MANOVA is a significant testing tool for the manipulation of "two or more related dependent variables" (Hair, et.al, 2009, p.349).

Methodology

Marketing uses three types of research deigns in the study of marketing phenomena (Zikmund and Babin, 2011). Exploratory research discovers new venues of research and helps clarify situations of ambiguity. Exploratory research does not provide conclusions. Descriptive research describes the characteristics about individuals and objects. Causal research seeks to determine cause-and-effect relationships between individuals or phenomena in a confirmatory way. The experiment attempts to define a causal relationship between authenticity, fascination, escape and its resultant effects. Therefore, the research described here best follows procedures prescribed when implementing a causal design.

In Chapter 3, pictures of restaurants, designed to convey the qualities of fascination, authenticity, and escape tested the plausibility of using this type of causal

design. Subjects review eight hypothetical places and rate them for their qualities of authenticity, fascination, and escape. Scenes that represent an entire environment with qualities conducive to low and high levels of the experimental variables of fascination, authenticity, and escape are tested. A 2 (low versus high escape) x 2 (low versus high fascination) x 2 (low versus high authenticity) between-subjects design results. Given the difficulty with the escape manipulation reported in Chapter 3, and the fact that escape plays an endogenous role in the theoretical structure, manipulation centered on only authenticity and fascination as theoretically exogenous elements.

The two places rated highest and lowest in both fascination and authenticity in pilot tests (see Chapter 3) were chosen for the experiment and were physically manipulated using Adobe Photoshop. These two places contained similarities in color, helping to minimize other external elements in the experiment. To represent the conditions necessary in completing a 2 x 2 between-subjects design, the experiment duplicates and changes the two photos depicting restaurant scenes; it modifies the Low authenticity/Low fascination scene into a Low Authenticity/High Fascination scene, and modifies the High Authenticity/High Fascination into a High Authenticity/Low Fascination scene. Thus, from two pictures, a 2 x 2 framework reflects the four possible conditions. The framework minimizes the potential for confounding due to extraneous sources that may arise from using completely different scenes for each of the four conditions.

Drawing from the definition of *Fascination* from Chapter 2, a low level of fascination describes an environment that is difficult to contemplate and requires an individual's direct attention to understand. A scene that is low in fascination also contains

elements that are incongruent and require our directed attention to evaluate. First, a high level of fascination includes scenes to which we are involuntary drawn. Secondly, the attention provided is effortless and requires little or no cognitive resources to contemplate. Scenes high in fascination help the viewer recover from fatigue and stress and provide the consumer with a relaxing, peaceful scene. After viewing the scene, high fascination scenes leave you with pleasure. The manipulation of *Authenticity* is tested using both low and high authenticity. A scene low in authenticity is one that provides little inspiration, perhaps with objects that provide functionality but with little of the culture that produced it. The objects viewed are copies or obvious reproductions. The scene and the environment have clashing cultural features that lack cohesion. There are few, if any, clues as to the historical nature of the environment, nor any understanding of the legends and story of the people it entails. Places high in authenticity connect to the "true self" of the scene and are high in sincerely. The built environment and the objects in it provide clues to the historical nature of the scene and bring to mind stories and legends. An establishment high in authenticity allows through the provided scenes a connection to the individual viewer's true self.

The manipulation of fascination is accomplished by following Kaplan and Kaplan's (1989) description of fascinating qualities derived in nature, Korpel, Hartig, Kaiser, and Fuhrer's, (2001) study on nature and favorite places, and Finlay, Kanetkar, Londerville, and Marmurek's (2006) article on the fascinating qualities found in gambling institutions. Kaplan noted that settings that had the ability for exploration (both represented in the environment an individual is currently standing in, and the extended environment which extends beyond your field of vision) provides fascinating qualities.

Korpela found the favorite places of individuals to be parks, lakes, and other natural settings. While Korpela et.al (2001) did find that built environments are second in providing fascinating qualities, Finlay et.al (2006) found that the design of a building can affect perceptions of fascination. They noted there are two different styles of gambling casinos built, called the Kranes playground model (1995) and the Friedman (2000) model.

The Kranes playground model states an environment like a casino should have a coherent and legible order. The spacing between elements in the casino should be "generous," and natural settings should occur within the casino, such as running water, sunlight, and green spaces. With their coherence and legibility, Finlay found that these spaces would relate to a lower perceived information rate and would induce feelings of security, pleasure, and freedom.

The Friedman model maintains the focus of the décor is towards the gambling equipment. Ceilings are low, to avoid drawing the eye upward, away from the machines. The casino divides into smaller compact areas and connects by a series of pathways that twist and turn. The Friedman model produces a higher perceived information rate than the Kranes model, a lower coherence rate, an increase in arousal, and a lowering in restorative qualities of fascination and coherence.

Using Photoshop to manipulate the stock pictures, scenes were modified to add broad, natural settings and provide higher, vaulted areas, with minimal complexity to increase fascination. Reducing the extent of the picture already rated high in fascination is manipulated by increasing its complexity and providing a smaller compact area to reduce perceived fascination. In the resulting subsequent pictures, some of the qualities of

the scenes were duplicated to reduce extraneous effects from qualities unique to each place.

Manipulation Checks

To test whether the manipulation of authenticity and fascination is successfully manipulated, a manipulation check is performed based on subjects' responses in perceived authenticity and perceived fascination. The manipulation check consists of a summated scale of the items capturing the measures of fascination and authenticity, to determine whether consumers perceive the low and high conditions of each. A six-item scale of fascination includes the following: "This place really holds my interest," "This place is large enough to allow exploration in many directions," "This place awakens my curiosity," "There is much to explore and discover here," "My attention is drawn to many interesting things here," and "It would be hard to be bored here." A seven-item scale of authenticity includes two different groups, encompassing four questions concerning object-based authenticity and three questions concerning existential authenticity. For object-based authenticity these questions include the following: "The overall architecture and impression of this place inspires me," "I like the peculiarities about the design and furnishings," "I like the way this place blends with the attractive scenery, which offers many other interesting opportunities for sightseeing," and "I like the arrangements connected to this place." Existential authenticity questions include "This place provided and insight to a historical era," "looking at this place I felt its related history, legends and historical feel," and "I felt connected with human history and civilization." Responses are scored on a scale from 1 to 7, with 1 = "strongly disagree" and 7 = "strongly agree." A

successful manipulation of the conditions captures differences in fascination and authenticity scores between the low and high conditions for each experimental variable.

From the pretest conducted in Chapter 3, Figure 4.1 rates lowest for authenticity, fascination, and escape. Its dimensions contribute to low fascination qualities: low natural settings, crowded spaces, and require effort to understand and distinguish. The above scene with low fascination and low authenticity will be the basis for the manipulation of fascination. The redesign using Photoshop of this place includes qualities noted in the Kranes playground that create a fascinating environment.

Figure 4.1 *Low Fascination, Low Authenticity*

Figure 4.2 shows the result of efforts to manipulate the fascinating qualities of the picture in Figure 4.1. First is the removal of the children's playground. An arched roofed ceiling replaces the flat ceiling, thus connoting height. Next is removal and replacement of the window and wall with a vista that includes the overview of a richly wooded city complete with both modern and classic structures with a view of the ocean in the background. This gives the place depth in two unique definitions, from the place to the surrounding neighborhood, and the neighborhood to the sea. Raising the outside scene suggests the place was positioned higher, adding the feeling of height. Adding ceiling-to-

floor windowpanes draws the eye upward. Adding chairs fills in the open space, but not so much that it would inhibit the feeling of openness inside. Finally, adding hanging plants introduces a natural appeal to the scene.

Figure 4.2 *High Fascination, Low Authenticity*

Figure 4.3 is a composite created from the picture of an authentic French restaurant that pretested as highest in both authenticity and fascination. Borrowing from the picture of Figure 4.1, the upper part of the previous low fascination/low authenticity structure replaces the upper part of the Figure 4.4. To reduce the fascination qualities further, the roof and playground are also included. The scene is consistent with the Friedman model, which includes low ceilings to avoid drawing the eye upward and away from the surroundings, and spaces divided into smaller compact areas. The shrubbery cannot be removed and also maintain the realistic quality of the photoshopped picture. However, the crowded nature of the playground, coupled with the crowded roof structure, should lower the fascinating qualities of this picture.

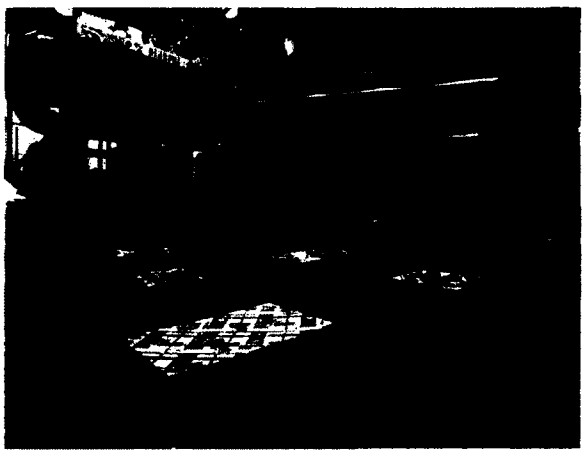


Figure 4.3 *Low Fascination, High Authenticity*

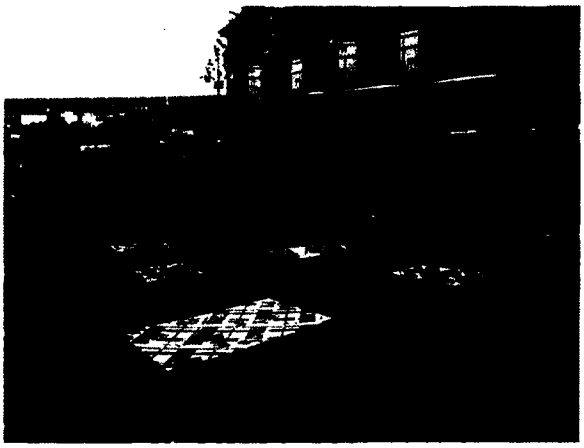


Figure 4.4 *High Fascination, High Authenticity*

Figure 4.4 uses the same French restaurant photo that pilot-test subjects previously rated highest in authenticity and fascination. The same background scene used in Figure 4.2 is Photoshopped here to promote consistency with the experiment and reduce possible confounding. As with Figure 4.2, the vista gives the place depth in two unique definitions, from the surrounding neighborhood to the sea. This depicted place is consistent with The Krane's playground model. The spacing between elements should be "generous," and natural settings should occur along with water, sunlight, and green

spaces. The vista also gives the restaurant the illusion of height, as if being located on a raised part of the neighborhood. These four places are used to test the authentic and fascinating qualities of environments.

Final Pretest Results

Pretest 2: Sample and Data Collection Procedures

A survey instrument to gather the data (see Appendix B) is published online (www.qualtrics.com) for the purpose of fast and efficient data collection. Respondents for this pretest are 50 college undergraduate students. The students receive extra credit for their participation. While there is some question in using students for survey panels (Shuprine, 1975), there were no conclusive objections against their use. For the purposes of testing the validity of the fascination and authenticity constructs, an online survey panel of students is sufficient.

With an online survey, the ease of data collection and the ability to administer the survey from a remote location is a distinct advantage. Compared to pencil-and-paper, online survey data are recorded automatically and easily downloaded and as an SPSS file or for use in other survey packages. The result is a substantial reduction in time.

Data collection took place between January 23 and January 26 of 2012. Fifty-six undergraduate students from a major southeastern university participate for class credit, with fifty students accepting, for a response rate of 89 percent. A screening question is added under each picture of a place, a letter designating which of the four pictures is randomly assigned to the student. The subjects are required to enter the letter designated by the picture. All the subjects entered the picture letter correctly providing assurance that they did actually view the stimulus. A review of the question responses to determine

if any of the subjects gave monotone answers (all 4's) finds no occurrences. Thus, all the data points are acceptable for the survey.

Measures

The dependent variables are assessed using four previously suggested multiple-item scales. The subjects are asked to select their level of agreement on a seven-point Likert scale (1 = strongly disagree, 7 = strongly agree). The Escape and Fascination scales are adapted from the perceptual restorative scale developed by Korpela, Hartig, Kaiser, and Fuhrer, (2001). The Object-Based and Existential Authenticity scales were adapted from Kolar and Zabkar (2010), for object-based and existential authenticity. Higher scores indicate a higher-level agreement with the scale items; lower scores indicate a lower level of agreement. All scales are available in Appendix 1.

Pretest: Confirmatory Factor Analysis

A confirmatory factor analysis (CFA) is desirable to examine if the measured variables represent the latent constructs measured (Hair et.al, 2009, p. 671). Using AMOS 19, a CFA is performed on the latent constructs and the loadings by proposed measurement theory. Figure 4.5 shows individual variables and their respective standardized loading estimates. Figure 4.6 shows the goodness of fit for the study, and Figure 4.7 contains the resulting fit statistics. Escape question E1 exhibits the lowest factor loading of the escape variables (.67), does not reach the considered threshold (.70) for representing an optimal level of convergence (Hair et.al, 2009, p. 116), exhibits content overlap with authenticity, and yields high-standardized residuals. Therefore, I removed E1from the latent construct of escape. The modified goodness of fit numbers in Figure 4.7 reflects the removal of these two variables.

Variable	Question	Factor Loading
Fascination		
F1	This place really holds my interest.	0.84
F2	This place is large enough to allow exploration in many directions.	0.81
F3	This place awakens my curiosity.	0.86
F4	There is much to explore and discover here.	0.77
F5	My attention is drawn to many interesting things here.	0.92
F6	It would be hard to be bored here.	0.85
Object-Based Authenticity		
AO1	The overall architecture and impression of this place inspires me.	0.91
AO2	I like the peculiarities about the design and furnishings.	0.96
AO3	I like the way this place blends with the attractive scenery, which offers may other interesting opportunities for sightseeing.	0.93
AO4	I like the arrangements connected to this place.	0.80
Existential Authenticity		
AE1	This place provided an insight into a historical era.	0.92
AE2	Looking at this place I felt its related history, legends and historical feel.	0.93
AE3	I felt connected with human history and civilization.	0.93
E1	This place would be a refuge from unwanted distractions.	0.67
E2	Spending time here would give me a break from my day-to-day routine.	0.84
E3	Here I could get away from the things that usually demand my attention.	0.87
E4	Being here helps me to stop thinking about the things I must get done.	0.74
E5	I experience few demands for concentration when I am here.	0.71

Figure 4.5 *Pretest 2 CFA Factor Loading on the Latent Constructs Fascination, Authenticity, and Escape*

Goodness of Fit	**Modified Goodness of Fit**
$X^2 = 220.2$	$X^2 = 150.3$
df = 129	df = 98
p = .000	p = .001
CFI = .896	CFI = .933
NFI = .789	NFI = .836
RMSEA = .098	RMSEA = .085

Figure 4.6 *Pretest 2 Goodness of Fit and Modified Goodness of Fit*

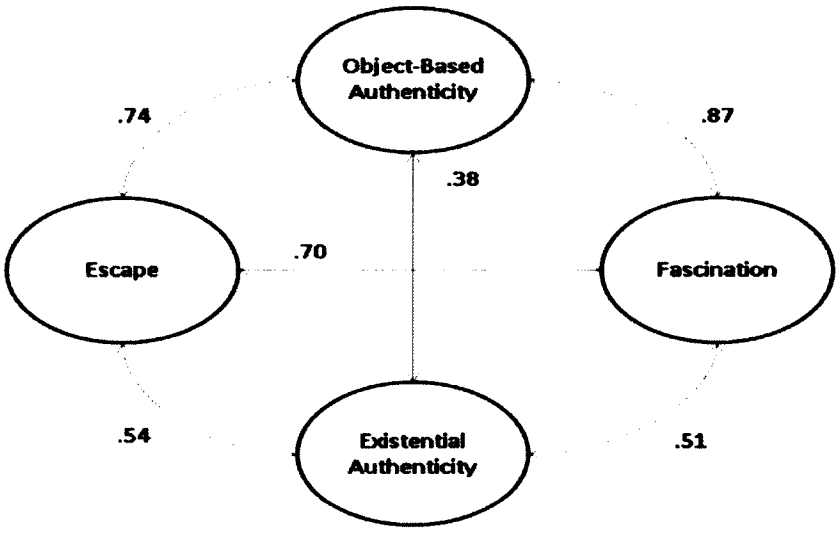


Figure 4.7 *Pretest 2: CFA ϕ Standardized Estimates*

The modified CFA shows acceptable goodness of fit numbers. The resulting χ^2 fit statistic for the CFA is 150.3 with 98 degrees of freedom ($p < .001$). Confirmation of the degrees of freedom is manually calculated, using df = (p*(p+1)/2 –k, where p = the number of observed variables and k = the number of estimated (or free) parameters. Thus, df = ((16)(17)/2) – 38, or 98 degrees of freedom, supporting the model created by AMOS. Additional support for fit was shown with a CFI of .933. This was also supported by a normalized fit of .836. Finally, a root mean square (RMSEA) of .085 is consistent with other measures of a model with a good fit, given the limited sample size of this test.

A spreadsheet calculation of the average variance extracted (AVE) determines the construct reliability and discriminant validity for the latent constructs of fascination, existential authenticity, escape, and object-based authenticity. The AVE calculations reflect the removal of F4 and E1 as variables. The results are shown in Figure 4.8.

	Fascination	Existential Authenticity	Escape	Object-Based Authenticity
F1	0.84			
F2	0.81			
F3	0.86			
F5	0.92			
F6	0.85			
AE1		0.92		
AE2		0.93		
AE3		0.93		
E1			0.68	
E2			0.92	
E3			0.88	
E4			0.73	
AO1				0.91
AO2				0.96
AO3				0.93
AO4				0.80
Variance Extracted	73.4%	85.9%	65.4%	80.9%
Construct Reliability	0.94	0.95	0.88	0.94

Figure 4.8 *Pretest 2: Average Variance Extracted for Fascination, Authenticity, and Escape*

All the constructs perform acceptably. E4 had the lowest factor loading of .73, within the acceptable guideline of .7 (Hair et al, 2009, p. 686). Escape shows the lowest variance extracted at 65.4 percent, above an AVE of .5, which suggests acceptable convergence of the latent construct (Hair et.al, 2009, p. 687). This confirms that the variables are sufficient representations of the latent constructs. The construct reliabilities for the four constructs are all within acceptable ranges, with escape having the lowest at .88. A construct reliability of .7 is considered an acceptable figure for evaluation (Hair et.al, 2009, p.687), thus confirming that the variables used all represent the same

construct. From the AVE test we find that the four constructs show sufficient convergent validity and construct reliability.

All of the latent constructs in Figure 4.9 show sufficient discriminant validity except object-based authenticity and fascination. Fascination shows a variance extracted of .73, while the Φ-squared between fascination and object-based authenticity is .75. A phi matrix squared that is higher than the average variance extracted suggests a lack of discriminant validity between fascination and object-based authenticity. Thus, for the purposes of this study, object-based authenticity is dropped from the measured construct of authenticity, and with existential authenticity represents the measured construct and its effects on escape.

Φ matrix	**Fascination**	**Existential Authenticity**	**Escape**	**Object-Based Authenticity**
Fascination	1.000			
Existential Authenticity	0.510	1.000		
Escape	0.700	0.540	1.000	
Object-Based Authenticity	0.870	0.380	0.740	1.000
Φ matrix SQUARED				
Fascination	1.000			
Authenticity	0.292	1.000		
Escape	0.490	0.292	1.000	
Object-Based Authenticity	0.757	0.144	0.548	1.000

Figure 4.9 *Pretest 2: Discriminant Validity Check for Fascination, Authenticity and Escape*

Pretest 2 Manipulation Checks

Manipulation checks verify that the subjects correctly perceived the manipulation of the intended factors. When higher order independent variables are used, and where there is an attempt to manipulate them by changing aspects of the environment, the performance of manipulation checks confirms whether subjects perceive correctly the intended effects (Purdue and Summers, 1986). These checks have their highest value during the pretest or pilot test phase (Purdue and Summers, 1986) because they allow the treatments to be tested and modified before the final test.

From the data collected for Existential Authenticity and Escape comes the creation of summated scales. Creating variables in SPSS to represent the manipulation of authenticity and fascination, a "0" is the low condition, and a "1" is the high condition. Thus, a 0/0 condition represents the low fascination/low authenticity frame, a 1/0 represents the high fascination/low authenticity, a 0/1 the low fascination/high authenticity, and 1/1 the high fascination/high authenticity. Test results are shown in Figure 4.10 and Figure 4.11.

		Manipulation Check Variables		
Experimental Variable:		**Fascination**	**Authenticity**	**n**
Fascination				
	Low	19.90	9.53	25
	High	25.25	11.93	25
Authenticity				
	Low	21.192	8.500	26
	High	23.917	12.958	24

Figure 4.10 *Pretest 2: Test of Between-Subjects Effects*

	Dependent Variable	F	Sig.	η^2
Fascination (XO)	Summated Scale – Authenticity	6.514	.014	.124
	Summated Scale – Fascination	13.627	.001	.229
Authenticity (X1)	Summated Scale – Authenticity	22.587	.000	.329
	Summated Scale – Fascination	3.472	.069	.070

Note: X0 = Manipulation of Fascination, X1 = Manipulation of Authenticity

Figure 4.11 *Pretest 2: Test of Between-Subjects Effects*

Results

Subjects view the low fascination place as less fascinating than those who viewed the place in the high fascination condition (mean $_{\text{low condition}}$ = 19.9, mean $_{\text{high condition}}$ = 25.3, n = 25, p = .001). Subjects also perceived that the place which was rated low in authenticity is perceived as being significantly lower than those who viewed the scene that was perceived high in authenticity (mean $_{\text{low condition}}$ = 8.50, mean $_{\text{high condition}}$ = 13.0). This check confirms the validity of the experiments purpose; subjects correctly perceived the manipulation of the intended factors of existential authenticity and fascination without confounding the manipulation of the other latent constructs.

The manipulation check also confirms variance in means based on the manipulation of fascination and authenticity, but there are questions raised in the confirmation of fascination. While the fascination treatment effects on perceived fascination are significant ($F_{(1, 50)}$ = 13.627, η^2 = .229, p = .001), there is also a significant effect in perceived authenticity due to the manipulation of fascination ($F_{(1, 50)}$ = 6.514, η^2 = .124, p = .014). However, the manipulation of authenticity shows a

significant difference in means on perceived authenticity ($F_{(1, 50)} = 22.587$, $\eta^2 = .329$, $p = .000$), but with no significant difference in means on perceived fascination ($F_{(1, 50)} = 3.472$, $\eta^2 = .070$, $p = .069$). Partial eta squared for the fascination treatment suggests a larger effect on perceived fascination than on perceived authenticity ($\eta^2_{fascination} = .229 > \eta^2_{authenticity} = .124$). Conversely the partial eta square for authenticity on the dependent variables of authenticity and fascination show a greater effect for authenticity versus fascination ($\eta^2_{authenticity} = .329 > \eta^2_{fascination} = .070$).

Partial eta squared is the proportion of the effect plus the error that is attributable to the effect, and has the advantage over p-values in that it is relatively independent of sample size (Levine and Hullett, 2002) Partial Eta squared helps to test the size of the effect sizes due to the manipulations given the limitations of sample size.

Pretest 2 Initial Conclusion

Based upon the differences between the means, the manipulation check confirmed some level of confounding. This confounding is consistent with the difficulties in the experimental manipulation of authenticity and fascination using pictures to capture the atmospheric conditions. Although there is some evidence of confounding based on the differences between means, the eta squares suggest that the effect sizes in the intended direction are much larger than the differences in the contrasting directions. Given this evidence, our pretest suggests that our pretest subjects perceived the low and high conditions created in the pictures properly.

Manipulation Check: Factor Scores

Given the difficulty with summated scales, consideration is given to using factor analysis as a means to calculate the factors for the manipulation check. Summated scales

have the disadvantages of giving greater weight to factors that load highly versus those with little impact, and represent scores that are not necessarily orthogonal (Hair et al, 2009, p. 128). Factor analysis is an alternative method of data reduction; they represent all variables, and are orthogonal by default (Hair et al, 2009, p.128). Furthermore, where there is limited evidence of reliability (as shown in the previous manipulation check), a "surrogate variable" should be considered (Hair et.al, 2009, p.128). In the pretest F4 was not significant in the manipulation check ($p = .258$) and showed a significant loading (.407) on authenticity. Given these difficulties with the reported results of summated scales, a factor analysis is performed.

A factor analysis was run on the scale variables of fascination and authenticity, using varimax rotation. The variables included in the factor analysis were: F1, "This place really holds my interest," F2, "This place is large enough to allow exploration in many directions," F3, "This place awakens my curiosity," F5, "My attention is drawn to many interesting thing here," F6, "It would be hard to be bored here," AE1, "This place provided an insight into a historical era.," AE2, "Looking at this place I felt its related history, legends, and historical feel," and AE3, "I felt connected with human history and civilization." Creating variables using regression weights, the factors were limited to two components.

Figure 4.12 confirms the creation of two factors from the questions that have eigenvalues greater than 1, with the next eigenvalue in component three having an eigenvalue of .406. Eigenvalues greater than one indicate that a factor explains more variance than any single variable by itself. Furthermore, the cumulative percentage of the two factors with eigenvalues greater than one represent 83.065% of the variance of the

eight components and can be considered sufficient in terms of the total variance explained.

	Initial Eigenvalues		
Component	**Total**	**% of Variance**	**Cumulative %**
1	5.098	63.728	63.728
* 2	1.547	19.336	83.065
3	.406	5.047	88.135
4	.340	3.123	95.509
5	.154	1.922	97.430
7	.110	1.381	98.811
8	.095	1.189	100.000

* Threshold of significant components

Figure 4.12 *Pretest 2 Component Analysis*

The factor analysis in Figure 4.13 shows the creation of two factor scores for both fascination and authenticity. These factor scores take the place of the summated scales in the manipulation checks.

Component	**1**	**2**
F5 – My attention is drawn to many interesting things here.	.939	.153
F3 – This place awakens my curiosity.	.857	.235
F1 – This place really holds my interest.	.856	.200
F6 – It would be hard to be bored here.	.829	.275
F2 – This place is large enough to allow exploration in many places.	.747	.384
AE1 – This place provided an insight into a historical era.		
AE2 – I felt connected with human history and civilization.	.206	.933
AE3 – Looking at this place I felt its related history, legends and historical feel.	.256	.914
	.285	.901

Figure 4.13 *Pretest 2 Rotated Component Matrix*

Results of the manipulation check are presented in Figures 4.14 - 4.15. Subjects in the low fascination condition view the environment as less fascinating that those who viewed the place with the high fascination condition (mean $_{\text{low condition}}$ = -.397, mean $_{\text{high}}$

$_{condition}$ = .403, F = 9.122, p < .01). Conversely, the manipulation of fascination did not significantly change the perception of authenticity (F = 2.100, p = .154, n = 25). Subjects in the low perceived authenticity condition report significantly lower authenticity than those in the high authenticity condition (mean $_{low\ condition}$ = -.507, mean $_{high\ condition}$ = .549, F = 20.204, p < .01). Furthermore, fascination scores do vary significantly across authenticity conditions (F = .350, p = .557, n = 26). Thus, the manipulation check confirms the validity of the experiments purpose; subjects correctly perceive the manipulation of the intended factors of existential authenticity and fascination without confounding the manipulation of the other latent constructs. The constructs of fascination, escape, and authenticity represent unique constructs and have sufficient construct reliability to confirm the variables that represent the latent constructs and do not show significant confounding. The variance extracted in relation to the phi matrix confirms the constructs have sufficient discriminant validity and are thus distinct from one another (Figures 4.14 and 4.15).

	Dependent Variable	F	Sig.	η^2
Fascination (XO)	Summated Scale – Fascination	10.938	.002	.192
	Summated Scale – Authenticity (Existential)	2.100	.154	.044
Authenticity (X1)	Summated Scale – Fascination	.350	.557	.008
	Summated Scale – Authenticity (Existential)	20.675	.000	.310

Note: X0 = Manipulation of Fascination X1 = Manipulation of Authenticity

Figure 4.14 *Pretest 2 Test of Between-Subjects Effects*

	Mean Low Condition	Mean High Condition	Significance	Outcome
Fascination	-.397	.403	9.122 ($p<.01$)	**Successful**
Authenticity	-.507	.549	20.675 ($p<.01$)	**Successful**

Figure 4.15 *Pretest 2 Test of Between-Subjects Effects Outcome*

Pretest 2 Discussion

The above pretest tested the manipulation of fascination and authenticity, using photos edited with Photoshop. Broad, natural scenes and higher, vaulted areas increase fascination; narrow places limiting extent and increasing complexity reduce fascination. Removing natural objects located within the environment reduces fascination further. Subjects did not perceive the manipulation of authenticity in the object-based authenticity scales and therefore I decided not to include object-based authenticity in the study. The evidence, with some limitations, supports the experimental stimuli otherwise. The main study uses the proposed pictures as manipulations of fascination and authenticity.

Main Study

The main study implemented a 2 x 2 between-subjects experimental design of the same nature as in the previous pilot studies. Using the same scales with an additional description to further anchor the authenticity effect, subjects were told they would be given a restaurant to observe, and that the name of the restaurant was "Restaurant du Commerce." This is the actual name seen on the high authenticity condition and was used in the initial screen for all four conditions. Asking the subjects to imagine themselves in the surroundings and what it would be like to dine in the place pictured, they were

encouraged to review the pictures during the survey if need to reestablish their considerations.

A Qualtrics survey panel garnered 250 responses, which were audited for errors. Response errors include positive and negatively worded questions that were given the same response and comments that suggest less than a concerned interest with the test subject. An example is utilitarian value (UV). UV consists of four questions: two positively worded and two negatively worded. When a subject gave the same answer for both adjacent positive and negatively valenced items (i.e, "agree" for both), the observation was eliminated from the survey. In the comments section, two subjects in the comment section noted the survey was "boring," denoting lack of interest. Eliminating these two and 25 others through this process yields a total of 225 useable responses.

Manipulation Check Results

A multivariate analysis checks the possibility of correlated scores for both authenticity and fascination. Variables in SPSS represent the manipulation of authenticity and fascination, with a "0" for the low condition, and a "1" for the high condition. Thus, a 0/0 condition represents the low fascination/low authenticity frame, a 1/0 represents the high fascination/low authenticity, a 0/1 the low fascination/high authenticity, and 1/1 the high fascination/high authenticity.

For authenticity, the variables include AE1, "This place provided an insight into a historical era," AE2, "Looking at this place I felt its related history, legends and historical feel," and AE3, "I felt connected with human history and civilization." Testing against the manipulation of authenticity in the low/high condition, the variance in the means

depicted in Figure 4.16 supports the validity of AE1, AE2, and AE3 in the representation of authenticity.

Dependent Variable		Manipulation Low	High	Sig.
AE1:	This place provided an insight into a historical era	3.22	4.77	0.00
AE2:	Looking at this place I felt its related history, legends and historical feel	3.28	4.87	0.00
AE3:	I felt connected with human history and civilization	3.48	4.77	0.00

Figure 4.16 *Test of Between-Subjects Effects*

Manipulation of Authenticity

For fascination the variables tested include F1, "This place really holds my interest," F2, "This place is large enough to allow exploration in many directions," F3, "This place awakens my curiosity," F4, "There is much to explore and discover here," F5, "My attention is drawn to many interesting thing here," and F6, "It would be hard to be bored here." These are tested against the manipulation of fascination in the low/high condition.

Figures 4.17 – 4.19 show the individual items that constitute the fascination scale and p-values taken from a comparison of means across the low and high-fascination conditions. Of these variables, F1 (this place really holds my interest), F3 (this place awakens my curiosity), F4 (there is much to explore and discover here), and F5 (my attention is drawn to many interesting things here) display significant differences in the intended direction. F2 (this place is large enough to allow exploration in many directions)

and F6 (it would be hard to be bored here) are not related to the manipulation of fascination and are thus dropped from further analyses.

Dependent Variable		Manipulation Low	High	Sig.
F1:	This place really holds my interest	4.41	5.11	0.001
F2:	This place is large enough to allow exploration in many directions	4.63	4.97	0.066
F3:	This place awakens my curiosity	4.52	4.98	0.022
F4:	There is much to explore and discover here	4.29	4.87	0.004
F5:	My attention is drawn to many interesting things here	4.50	4.98	0.021
F6:	It would be hard to be bored here	4.63	4.84	0.331

Figure 4.17 *Test of Between-Subjects Effects Manipulation of Fascination*

Dependent Variable		F	Sig.	η^2
Fascination (XO)	Summated Scale – Fascination	8.607	.004	.037
	Summated Scale – Authenticity	14.708	.000	.062
Authenticity (X1)	Summated Scale – Fascination	30.759	.000	.122
	Summated Scale – Authenticity	59.534	.000	.212

Note: X0 = Manipulation of Fascination, X1 = Manipulation of Authenticity

Figure 4.18 *Test of Between-Subjects Effects*

		Manipulation Check Variables		
Experimental Variable:		**Fascination**	**Authenticity**	**n**
Fascination				
	Low	26.979	25.589	113
	High	29.750	31.139	112
Authenticity				
	Low	11.095	9.78	111
	High	13.301	14.418	114

Figure 4.19 *Test of Between-Subjects Effects*

Manipulation Check Results

High correlations between variables can lead to high reliability (Ray, 1983), and such can be a potential marker for acquiescence bias. A Cronbach Alpha performed on the four fascination items selected for the summated scale yields a very high reliability value (alpha = .952). The analysis of authenticity confirms a high reliability value as well (alpha = .936). Finding such high correlations leads to the plausibility that these measures are not distinct and may be confounded.

The authenticity manipulation created two levels of authenticity. Subjects in the low-authenticity condition report less perceived authenticity than those in the high-authenticity condition, supporting the manipulation (mean $_{\text{low condition}}$ = 9.78, mean $_{\text{high condition}}$ = 14.4). The fascination manipulation also creates two levels of fascination. Subjects in the low-fascination condition view it as less fascinating that those who view the high-fascination condition (mean $_{\text{low condition}}$ = 26.9 mean $_{\text{high condition}}$ = 29.7), supporting the manipulation. There is, however, a confound. The changes in fascination also correspond to the reported conditions of authenticity. Subjects perceive lower fascination in association with low authenticity and a high fascination condition corresponding to a high-authenticity condition to those in the high authenticity condition (mean low

condition = 9.78, mean high condition = 14.418). Fascination changes with a corresponding change in authenticity and even more so, perceived authenticity varies systematically across the two levels of fascination as evidenced in the F-values shown below.

The experiment thus reveals a confound. The manipulation of fascination reveals a statistically significant effect on fascination ($F_{(1,225)} = 8.61$, $\eta^2 = .037$, $p = .004$) and on authenticity ($F_{(1,225)} = 14.71$, $\eta^2 = .062$, $p = .000$). Similarly, the manipulation of authenticity shows a statistically significant effect on authenticity ($F_{(1,225)} = 59.534$, $\eta^2 = .212$, $p = .000$) and fascination ($F_{(1,225)} = 30.759$, $\eta^2 = .122$, $p = .000$). This confound could represent a possible issue with the internal validity of the manipulation. Thus, rather than relying on the actual manipulation as exogenous factors in the model below, it is decided to use the subjects' ratings of perceived fascination and authenticity (MacKenzie 2001).

Based on results of the manipulation check, measured variables will be used as item indicators in the SEM to form exogenous constructs of fascination and authenticity, rather than analyzing them in an experiment. CFA and SEM modeling requires the creation of a correlation matrix from the measured variables of the constructs of authenticity, escape, fascination, positive affect, approach/avoidance, hedonic value, and utilitarian value. In this way, the natural covariation among the scales is accounted.

Confirmatory Factor Analysis

Acquiescence response bias can be common in attitude and personality scale items (Ray, 1983). The study determined that subjects will agree with the question's premise when they are unsure of their answers, and will carry this bias from one scale to the other. Such bias can lead to high correlation s between scale items, such as those found in the reliability analysis.

To compensate for this bias, a variation of a procedure suggested by Lindell and Whitney (2001). First is the creation of a correlation matrix for all possible variables. This includes the variables for fascination, authenticity, affect, hedonic and utilitarian value, and approach/avoidance – all to be involved in the final model. The five smallest observed correlations are determined and removed from the correlation matrix using the formula (Radjusted = (Robserved-Rmarker)/1-Rmarker). This formula creates an adjusted correlation matrix for the purpose of CFA and SEM modeling. The manipulation check variables will be used in the SEM as indicators of the exogenous constructs of fascination and authenticity, rather than analyzing them in an experiment. A Confirmatory Factor Analysis confirms the validity of the latent constructs using the reconstructed correlation matrix described in Figure 4.20.

	Fascination	Existential Authenticity	Escape	Approach/ Avoidance	Positive Affect	Hedonic Value	Utilitarian Value
F1	0.93						
F2	0.77						
F3	0.89						
F4	0.84						
F5	0.93						
F6	0.85						
AE1		0.92					
AE2		0.95					
AE3		0.83					
E1			0.81				
E2			0.86				

E3			0.89				
E4			0.87				
E5			0.65				
AA1				0.91			
AA2				0.86			
AA3				0.59			
AA4				0.67			
HAPPY					0.92		
CONTENT					0.92		
EXCITED					0.90		
RELAXED					0.89		
PLEASED					0.92		
HE1						0.92	
HE2						0.89	
HE3						0.88	
HE4						0.90	
HE5						0.90	
HE6						0.77	
HE7						0.76	
HE8						0.78	
HE9						0.75	
HE10						0.80	
HE11						0.89	
UV1							0.81
UV3							0.83
UV4							0.50
Variance Extracted	75.90%	81.01%	67.19%	59.11%	82.98%	71.16%	53.16%
Construct Reliability	0.95	0.93	0.91	0.77	0.96	0.96	0.77

Fascination	1.000						
Existential Authenticity	0.811	1.000					
Escape	0.853	0.697	1.000				
Approach/Avoidance	0.872	0.672	0.862	1.000			
Positive Affect	0.805	0.706	0.816	0.857	1.000		
Hedonic Value	0.883	0.745	0.887	0.967	0.825	1.000	
Utilitarian Value	0.844	0.648	0.890	0.959	0.792	0.971	1.000
Φ Matrix Squared							
Fascination	1.000						
Existential Authenticity	0.658	1.000					
Escape	0.728	0.486	1.000				
Approach/Avoidance	0.760	0.452	0.743	1.000			
Positive Affect	0.648	0.498	0.666	0.734	1.000		
Hedonic Value	0.780	0.555	0.787	0.935	0.681	1.000	
Utilitarian Value	0.712	0.420	0.792	0.920	0.627	0.943	1.000

Figure 4.20 *Standardized Factor Loadings and Average Variance Extracted for 7-Dimension Model*

The model degrees of freedom are the total number of unique moments in the input matrix minus the number of free (i.e., estimated) coefficients. The p-value identifies the level of significance between the estimated and observed matrix. The Root Mean Square Error of Approximation (RMSEA), or badness of fit, identifies how well the model fits the population. The Normed Fit Index (NFI) is the difference between χ^2 values of the fitted model and a null model, which is a model where all variables are considered uncorrelated. The Parsimony Normed Fit Index (PNFI) indicates the relative fit of the model given its complexity and is useful in comparing two competing models. Finally, the Comparative Fit Index (CFI) is an "improved" version of the NFI (Hair, et. al, 2010) because it is more insensitive to the complexity of the model. These measures will be used to consider the overall validity and reliability of the CFA model.

Results of 7-Dimension Model

The Φ matrix squared shows some discriminant validity issues between utilitarian and hedonic value. The Φ squared is .94, within the boundaries of concern. While it shows an acceptable value for the average variance extracted with hedonic value (.71), there is a weakness when considering the AVE of utilitarian value (.77) and hedonic value with .94; both AVEs are lower. Therefore, a second CFA is performed collapsing utilitarian value and hedonic value into a single construct, renamed personal shopping value. The fit of the model is tested by comparing the change in χ^2 created by adding the necessary constraints. Thus, constraining the two factors to a single factor is tested to determine if the model provides evidence of a significantly worse fit. If the fit is not different, then the result does not provide evidence of discriminant validity (Figures 4.21-4.22).

	Fascination	Existential Authenticity	Escape	Approach/ Avoidance	Positive Affect	Personal Shopping Value
F1	0.93					
F2	0.77					
F3	0.89					
F4	0.84					
F5	0.93					
F6	0.85					
AE1		0.92				
AE2		0.95				
AE3		0.83				
E1			0.81			
E2			0.86			
E3			0.89			
E4			0.87			
E5			0.64			
AA1				0.91		
AA2				0.86		
AA3				0.58		
AA4				0.66		
HAPPY					0.92	
CONTENTED					0.92	
EXCITED					0.90	
RELAXED					0.89	
PLEASED					0.92	
HE1						0.92
HE2						0.88
HE3						0.88
HE4						0.90
HE5						0.90
HE6						0.77
HE7						0.76
HE8						0.78
HE9						0.75
HE10						0.80
HE11						0.89
UV1						0.79
UV3						0.81
UV4						0.49
Variance Extracted	75.90%	81.01%	67.01%	58.80%	82.98%	66.68%
Construct Reliability	0.95	0.93	0.91	0.77	0.96	0.96

Figure 4.21 *Standardized Factor Loadings and Average Variance Extracted for 6-Dimension Model*

Φ matrix SQUARED	Fascination	Authenticity	Escape	Approach /Avoidance	Positive Affect	Personal Shopping Value
Fascination	1.000					
Existential Authenticity	0.658	1.000				
Escape	0.728	0.486	1.000			
Approach/Avoidance	0.760	0.452	0.743	1.000		
Positive Affect	0.648	0.498	0.666	0.734	1.000	
Personal Shopping Value	0.728	0.542	0.792	0.939	0.679	1.000

Figure 4.22 *Phi-Matrix Squared for 6-Dimension Model*

Results of 6-Dimension Model

The Phi-Matrix squared supports the merging of utilitarian and hedonic value into a single construct, minimizing issues with reliability. However, other issues emerge. Variables UV1, UV3, and UV4 show lower loadings when forced to load onto the one value factor. The same goes for HE2, E5, AA3, and AA4. This created lower variance extracted in escape, approach/avoidance and personal shopping value.

Goodness of Fit

To determine the optimum model between the 6-dimension and the 7-dimension model requires the examination of the discriminant validity between the two models. The first model contained the separate hedonic value and utilitarian value dimensions. The second model contains hedonic and utilitarian value as a single dimension. A goodness of fit measure is used to compare the theoretical or estimated covariance matrix to the real or observed covariance matrix (Hair et al, 2010).

Results of Goodness-of-Fit Measurements

Two separate CFA models were estimated. The fits of the six-dimension and the seven-dimension models are compared to examine evidence of discriminant validity. The χ^2 is the difference between the observed and estimated covariance matrices and considered a key value in measuring goodness of fit (Hair, et.al, 2010).

The χ^2 for the 6-dimension model is higher than the 7-dimension model (1193.4 versus 1172.5) and the degrees of freedom are greater for the 6-dimension model as well (614 versus 608). These measures separately would not determine the best model. The RMSEA shows a slightly better measure in the seven item model, .068 versus .069. The NFI and CFI show the same values (.978 and .990 respectively). The Parsimony Normed Fit Index, or PNFI, shows a marginal improvement with the 6-dimensionmodel versus the 7-dimension model (.901 for the seven versus .893 for the six model). Testing the difference in the χ^2 between the 6-dimension model and the 7-dimension model will help to ascertain whether this is a difference between the two models.

The overall χ^2 difference of 20.9 with six degrees of freedom is significant at the .05 ($p = .0018$) level and reduces the χ^2 sufficiently enough to support the more complex 7-dimension model. Given this difference along with these measures of goodness of fit, it is posited that reducing the model from seven dimensions to six dimensions does not give any measurable advantages. The PNFI shows the most measurable difference, but the PNFI measures the parsimoniousness of a model. Given that a six-item model is more parsimonious than a seven-item model (i.e., simpler) this explains the difference. The NFI and CFI for each model are the same, meaning there is no advantage in reducing the number of constructs. Finally, the RMSEA shows a reduced badness-of-fit with a seven-

item model (.068) versus the six-item model (.069). Thus, the preponderance of evidence favors the seven-factor model, with the strongest evidence being the significant χ^2 difference test demonstrating that adding constraints to form a six-factor measurement model significantly harms fit.

The purpose of modeling is to provide a more complete explanation of observed phenomena. For the purpose of this study, the seven-dimension construct will give us more detailed information on observed phenomena than a six-dimension model will based upon this premise. Given the reduction in several of the factor loadings and no significant difference in goodness of fit measures and a reduction in the badness-of-fit measure, the evidence favors the seven-dimension model.

Structural Model Results

Due to the confound reported in the manipulation check, MANOVA is not the best option to test overall model and hypotheses. The actual perceived measures of authenticity and fascination are used as opposed to the manipulations (MacKenzie, 2001). Using these measures, I can take into account these factors in an SEM model Using LISREL 8.80 and using the model depicted in Chapter Two, Figures 4.23-4.24 contain the SEM model created from the corrected correlation matrix adjusted to minimize acquiescence bias.

	6-dimension Model	7-dimension Model	Difference
χ^2	1193.39	1172.52	20.87
df	614	608	6
P-Value	0.00	0.00	0.00
RMSEA	0.069	0.068	.001
NFI	0.978	0.978	.000
PNFI	0.901	0.893	.008
CFI	0.990	0.990	.000

Figure 4.23 *Goodness of Fit Measurements Between 6-Dimension and 7-Dimension Model*

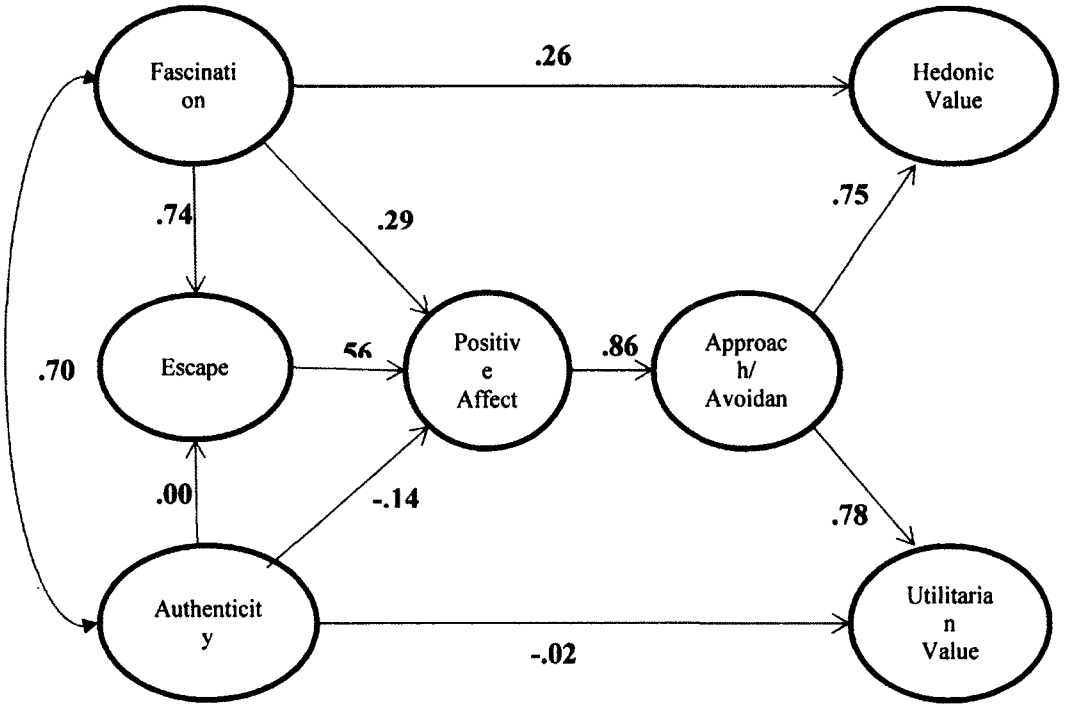


Figure 4.24 *Structural Equation Model: Full Model*

The SEM model provides acceptable goodness of fit results based on the guidelines for a model of this complexity and this sample size (Hair et al. 2006, p. 753). The χ^2 reported is 1314.6, with 654 degrees of freedom ($p < .01$). The Root Mean Square Error of Approximation (RMSEA) represents how well a model fits the general

population. The full model RMSEA is .071, which falls within the guidelines for a reasonable fit for a model of this complexity (Hair et al., 2006, p. 753). The Normed Fit Index (NFI) and the Comparative Fit Index (CFI) are both at .99, further supporting a model with good fit. Thus, the overall model has some validity. Using this SEM model, we can test the validity of the hypotheses below.

Test of Theoretical Model and Hypotheses

To report the results of the hypotheses from simplest to complex, the following order is used. First, Hypothesis Three tests the relationship between fascination on hedonic value and authenticity and the relationship to utilitarian value. Hypothesis Four tests the relationship between personal affect and approach/avoidance behaviors. Hypothesis Five examines approach/avoidance and the relationship to utilitarian and hedonic value. Hypothesis Two tests the potential mediating effect of escape upon authenticity and fascination and their relationship to personal affect. Finally Hypothesis One examines the moderating effect of self-regulation behavior upon the associations between fascination, authenticity, escape, and personal affect. The study first places focus on the direct effects, then moves into a discussion of indirect and moderating effects.

Hypotheses Test Results

Hypothesis Three concerns the effects of fascination on hedonic value and authenticity on utilitarian value (Figure 4.25).

H3a: Fascination is positively related to Hedonic Value.

H3b: Authenticity is positively related to Utilitarian Value.

Figure 4.25 *Summary of Hypotheses H3*

H3a is supported. Fascination, the effortless attention that restores cognitive effectiveness, displays a positive relationship (.26, P <.05) with hedonic value, the immediate gratification created in the reaction to fascinating experiences. .

H3b is not supported. Authenticity is not positively related to utilitarian value. The relationship is surprisingly negative (-.02, p >.05). Authenticity is the lack of feigning or dissimilitude, and the "credibility of existence." However, in contrast to my expectation, authenticity displays a negative (but not significant) relationship with utilitarian value, which reflects instrumental benefits and task accomplishment.

As expected, H4 is supported. Positive affect is positively related to approach/avoidance behavior (.86, p < .05). When consumers experience feelings of pleasure and excitement in association with an experience, consumers are more likely to experience the pleasure repeatedly (Figure 4.26).

H4: Positive Affect is positively related to Approach/Avoidance Behavior.

Figure 4.26 *Summary of Hypotheses H4*

As with previous studies on approach/avoidance behavior, both H5a and H5b are supported. Approach/Avoidance behaviors are positively related to hedonic value (.75, $p < .05$). Approach/avoidance behaviors have been posited to be the result of positive affect, such as pleasurable surroundings, creating the desire to investigate the environment further, engage and engage in social interaction. As pleasure increases, approach behavior increases, leading to the instant gratification of hedonic value. Thus, H5a is supported.

H5b, the positive relationship between approach/avoidance behaviors and utilitarian value is supported (.78, $p < .05$). The increased desire to explore an environment encourages investigation and increases the likelihood of successful task accomplishment (Figure 4.27).

H5a: Approach/Avoidance Behavior is positively related to Hedonic Value
H5b: Approach/Avoidance Behavior is positively related to Utilitarian Value

Figure 4.27 *Summary of Hypotheses H5*

Test of Mediation

Hypothesis Two concerns the effect of authenticity and fascination on the constructs of positive affect and escape.

Hypothesis H2a is supported (.29, $p<.05$). H2b is not supported (-.14, $p< .05$). Surprisingly authenticity, a lack of feigning or dissimilitude, is negatively related, not positively related.

To test the mediating effect of escape on authenticity and fascination two SEM models are tested, one model in which the indirect effect of authenticity and fascination on personal affect through the mediation of escape, and another model where the direct effects of fascination and authenticity on personal affect are included (Hair et. al, 2010, p. 834). Using LISREL 8.80, the two models are estimated and the corresponding results are shown in Figure 4.28.

H2a: Perceptions of fascination are positively related to positive affect.

H2b: Perceptions of authenticity are positively related to positive affect.

H2c: Escape is posited to have a mediating effect between the relationship of authenticity and positive affect.

H2d: Escape is posited to have a mediating effect between the relationship of fascination and positive affect.

Figure 4.28 *Summary of Hypotheses H2*

The model that includes the direct relationships between authenticity and fascination with personal affect shows a smaller χ^2 ($\Delta \chi^2 = 9.47$, df = 2, $p < .05$) and thus a better model fit. The model does not suggest complete mediation, where the relationships between constructs are completely explained, but partial mediation, where there is some relationship not explained by the mediator.

Hypothesis H2c posits the mediating effects between the relationship of authenticity and positive affect. H2c is not supported. Authenticity showed no relationship to personal affect; either in the base model or the model where the direct effects of fascination and authenticity on personal affect is included.

H2d posits escape mediating the effect between fascination and positive affect. The standardized parameter estimates shows a positive indirect relationship between fascination and positive affect through escape (ie = 0.79, $p < .001$). The significant indirect effect is consistent with mediation, however, the direct effects from the exogenous constructs to positive affect remain significant after accounting for mediation. Thus, H2d is supported for a partial mediating effect. This helps to explain how fascination affects personal affect. In a venue that promotes escape, disassociated from the routine, the mind is freer to ponder fascinating thoughts. The promoting of fascination leads to increases in positive affect.

Test of Moderation

Self-Regulation Behavior Test

In order to test the moderating effects of self-regulation behavior, the data sample was split between action and state orientation. Three questions were included that establish the subject's disposition to either engage in behavior that show a predisposition to action or to enjoy behavior that could be considered "going with the flow." The questions provide a scenario and two responses from which the subjects could choose. The level of agreement with either scenario determines the level of action or state orientation. Figures 4.29-4.30 display the scale adapted to score subjects as action or state oriented.

Model Element	Full Mediation	Model with Direct Effect	Difference
χ^2	1324.08	1314.61	9.47
Degrees of Freedom	656	654	2
Probability	.000	.000	.000
RMSEA	.072	.071	.001
CFI	.99	.99	.000

Standardized Parameter Estimates	Full Mediation	Model with Direct Effect
Fascination -> Escape	.86*	.74*
Authenticity -> Escape	.02	.00
Escape -> Personal Affect	.86*	.56*
Authenticity -> Personal Affect	Not Estimated	-.14*
Fascination -> Personal Affect	Not Estimated	.29*

* Statistically Significant at < .05

Figure 4.29 *Test of Mediation and Standardized Parameter Estimates*

Self-Regulation Question	Action Oriented Response	State Oriented Response
ACS1: When I go out to dine:	**I decide ahead of time how long dinner will last.**	**I go with the flow and leave and stay as long as the experience is rewarding.**
ACS2: When I'm at the restaurant:	**I decide ahead of time exactly how much I will spend.**	**I'm not thinking about how much I will spend.**
ACS3: When the service takes longer than expected:	**I am quick to complain in order to stay on schedule**	**I am slow to notice because I am enjoying the atmosphere.**

Figure 4.30 *Self-Regulation Questions and Action/State Orientation Responses*

Using SPSS 20, a K-means cluster is performed, using the three questions in the survey pertaining to action-state orientation. The cluster analysis created two groups, one of 104 responses for the action-oriented group, and another of 121 responses for the state-oriented group. A bivariate correlation was performed on these two groups, and the five lowest correlations from the correlation matrix is removed. Using LISREL 8.80, a multi-group analysis is performed to compare the action and state orientation and determine if there is a significant difference between the action and state matrices. The results displayed in the figure suggest that cluster one respondents, with relatively high means on ACS3 and lower means on ACS1 and ACS 2, tend to be more action oriented than cluster two respondents, the mean scores of which lie closer to the state oriented ends.

Figure 4.31 describes the different path coefficients between action and state orientation and suggests significant differences in the perceptions of authenticity and fascination and their relationships to escape and positive affect. A test based upon the differences in χ^2 between the base model and one in which the potential moderating effect is constrained across the action and control groups determines whether the effect is significant.

	Cluster	
Self-Regulation Question	**1**	**2**
ACS1: **When I go out to dine:**	**63.69**	**83.94**
ACS2: **When I'm at the restaurant:**	**40.37**	**75.80**
ACS3: **When the service takes longer than expected:**	**50.76**	**43.58**
Total Number of Cases	**104**	**121**

Figure 4.31 *K-Means Cluster Analysis Means Comparison*

Hypothesis One predicts the moderating influence of self-regulation behavior and the effect on the escape experience (Figure 4.32).

Self-regulation moderates the relationship between escape and positive affect such that state (action) oriented subjects will display a more (less) positive escape-positive affect relationship.

Figure 4.32 *Summary of Hypotheses H1*

Figure 4.33 contains the χ^2 difference test resulting from a model which estimates parameters freely within each sample (in this case, where the parameters are free for both action and control groups), and a model in which the potential moderating effect is constrained to be invariant across the action and control groups. If the differences in self-regulation behavior moderate the parameters of the base model, a significant χ^2 difference between the restricted model and the base model would indicate moderation.

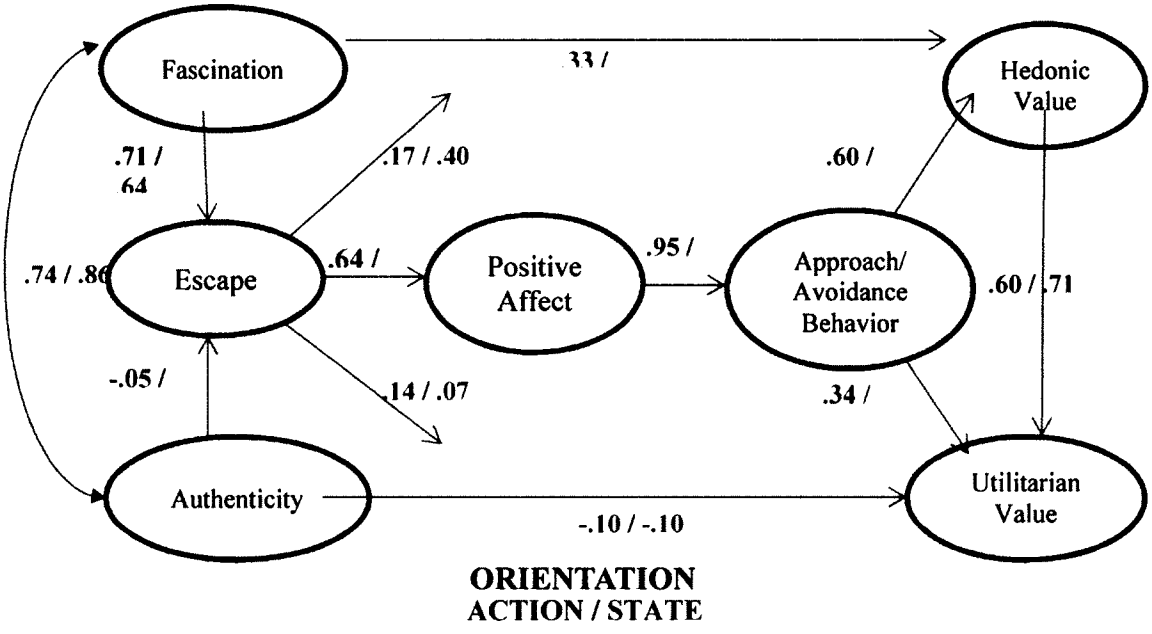


Figure 4.33 *Structural Equation Model Action versus State Orientation Path Coefficients*

Figure 4.34 suggests the case for moderation is not supported. The base model does not show a significant χ^2 difference with the constrained model, which forces all the structural relationships to be the same across action and state oriented respondents. Thus, hypotheses H1a, H1b, and H1c are not supported.

Base Model χ^2	Moderated Model χ^2	χ^2 Difference	P-Value
2257.54	2267.2	9.7	$P < .10$

Figure 4.34 *Base and Moderated Model χ^2 Difference*

CHAPTER 5

SUMMARY AND CONCLUSIONS

This chapter consists of four sections. First, a discussion of the research questions posed and the results of the survey study are examined by discussing results of tests of the dissertation hypotheses. The second section will discuss the contributions of the dissertation as well as their theoretical and managerial implications. In the third section the limitations of the study are provided, and the directions for future research are discussed in the fourth section

Discussion of the Findings

Purpose of Research and Discussion of the Experimental Findings

The escape consumption experience is an understudied concept in atmospherics and servicescapes. Consumers desire escape as both a process and a destination. Hischman (1983) described the value of escape in its role of helping people relieve their anxieties and avoid unhappy events. Escapist experiences in tourism help people leave their daily lives and experience the extraordinary (Oh, Fiore, and Jeonug, 2007). Pine and Gilmore (2002) describe escape as one of the four realms of experiential consumption.

This dissertation attempts to gain a greater understanding of experiential consumption by exploring the role of escape in the creation of valued experiences in the consumption process and tests the role of authenticity and fascination in the building of value. The proposal is that escape is a sought-after quality in settings and built environments where consumers actively interact with the setting and have some participation in the outcome. In this dissertation, escape posits to help explain the effects that fascination and authenticity have on positive affect by providing these qualities with a venue in which the consumer is somewhat freed from their normal existence and more responsive to fascinating thoughts and authentic indicators.

The experiment supported escape as positively related to positive affect. The quality of escape is a dimension of restorative experiences that allow individuals to recover from stress and anxiety (Kaplan and Kaplan, 1992). This quality of restoration exists in association with positive affect as a release, a relaxation from stress, and a renewal of personal self-satisfaction. If so, self-regulation theory supports that individuals will seek out those locations where we can recover and maintain our emotional and cognitive self-balance.

The qualities of escape add value by promoting a restoration of the self, a release from the normal tensions, and consumer seek these to recover from the day-to-day. Places that could be mundane are potentially places where escape is possible if the atmospherics invite escape experiences. In the pictured locations designed for the study, places identified by subjects as having a greater escape were associated with greater positive affect. This finding opens the possibility that created environments could

introduce greater value for customers by removing the customers from the everyday associations of life and providing a more rewarding consumption experience.

This research supports escape as a partial mediator of fascination on emotion, approach/avoidance behaviors, and ultimately value. Fascination is the involuntary attention that is effortless, is associated with the reduction of stress, and is one of the four dimensions of restorative atmospherics along with escape (Kaplan and Kaplan 1992). Studies of fascination include nature and "third places," such as casinos, video gaming establishments, and coffee houses (Rosenbaum, 2010: Korpela et. al, 2001: Laumann, Garling, and Stormark, 2001: Kaplan and Kaplan, 1992). Studies support that individuals will make these places part of our existence to help regulate our lives. Laumann, Garling, and Stormark (2001) note places rated high in fascination as favorite places, and half of their subjects visited such places at least twice a week. This research supports that environments with greater escape promote a greater effect of fascination, and a greater potential to become a favored place.

Environments that allow individuals to participate in a unique venue help to remove us from the regular problems that occur in our daily existence. This removal from the problems of the day allows us to consider other possibilities, including contemplation. With contemplation, it is possible to consider ourselves more capable of paying involuntary attention to effortless thoughts, the core of fascination. Thus, by providing ourselves with a venue that removes us from the ordinary, we give ourselves the opportunity to engage in fascination and restore ourselves in the contemplation of fascinating thoughts.

A partial mediator of fascination, escape, provides a more "fertile" ground for the relief of stress and anxiety. Escape in turn influences the relationship on positive affect. With fascination providing a relief from stress and anxiety, consumers are more capable of enjoying the qualities of the immersive environment and are more likely to explore their surroundings and engage in greater social contact. The more relaxing scene possibly adds value to the consumption experience and helps transform the participation in the environment into a more rewarding one.

To take advantage of qualities of escape, service organizations should endeavor to create this feeling in their built environments. Berman and Evans (1995) identified four variables in the study of atmospherics, and Turley and Milliman (2000) identified a fifth, the human factor. In the creation of a truly escape environment, each factor should be considered. Qualities to consider include a separation from the ordinary and the creation of an environment that transports customers to a new place. A unique setting that transports the consumer from the everyday is a probable prerequisite for the creation of escape atmospherics. Where needed, objects that blend with the scenery and are desirable. The objects will further create the perception of a special place, separate from ordinary occurrences.

An example would be a French Restaurant. The furniture, settings and interior design, should match the considered understanding of a French restaurant experience. Where possible, all the objects, from wine selection to silverware, menus, and place settings, should conform to perceived expectation. When the outside view does not support the inside atmospherics, suppression of the landscape using partially drawn curtains could be considered. Paintings on the wall should be of French scenes, such as

Paris or the countryside. To complete the scenario, employee and employee characteristics need to be congruent to the proposed atmosphere; i.e., if an upscale French restaurant, the waiters should dress consistent to conceptualized ideals, and where possible, speak and understand French. In this fashion, a place transports from merely a location to purchase food to the enjoyment of a unique dining experience.

This dissertation attempts to provide a greater understanding of the direct and indirect effects of fascination on positive affect. Outside of mediation by escape, fascination provides a positive outcome in its relationship to positive affect. Fascination is a contributing factor in the reduction of stress in the field of environmental psychology and is now beginning to find its place in the servicescapes (Rosenbaum, 2009, 2011). Fascinating scenes are coherent, fit an appropriate whole, and are without confusion (Kaplan and Talbot, 1983). In resting the mind from directed attention, a fascinating scene allows a consumer to accept it as a complete whole, without direct, focused thought.

In this research, fascination relates to escape. A possible explanation is that the restoration of cognitive effectiveness purported by fascination removes resistance to the acceptance of an escape experience. When we engage in fascinating thoughts, there is a reduction of stress (Kaplan and Kaplan, 1992). This reduction in stress could release the consumer from everyday thoughts and be more willing to accept an escape experience. Thus, when we provide a place to engage in fascinating thoughts, we create the potential for a consumer a release from worry and "enjoy the moment" in a unique setting. This potentially increases the opportunity for consumers to immerse themselves in the experience; i.e., a customer can pour the French wine in a wine glass, observe the

surroundings, and with limited worry from outside stress, accept the experience as release to France.

This release from the mundane suggests a greater valued experience and an increase in a more positive emotive state. The greater value experience is confirmed, finding a direct relationship between fascination and positive affect. The release of stressful thoughts increases feelings of relaxation, contentedness excitement, and happiness. The study here is consistent with research that studied store-induced emotive states on consumers (Donovan and Rossiter, 1992; Donovan et.al, 1994; Ward, Bitner and Barnes, 1992; Baker, Levy, and Grewall, 1992; Turley and Milliman, 2000).

Fascination also directly relates to hedonic value. When a consumer engages in a fascinating experience, it is associated with increased measures including the joy of the shopping trip. The excitement of shopping and immersive interaction with the products augments the purpose of the trip and creates a more valuable experience. Thus, the fascination contributes to the concept of the "recreational shopper" (Belenger and Korgaonkar, 1980) who enjoys shopping as a leisure activity.

As with previous studies, positive affect influences approach/avoidance behaviors. The relaxation directly or indirectly induced by fascination and escape coupled with increased feelings or contentedness and happiness contributes to behaviors such as a greater exploration of the environment, the desire to interact socially with others, spend more time associating with the environment, and increase the willingness to return, the latter a quality of restorative environments.

Finally, consistent with extent research (Babin and Ataway, 2000) approach/avoidance behaviors are found to be positively related to hedonic and utilitarian

value. Atmospherics that induce a given emotive state affect consumer's perceptions of value (Babin and Darden, 1995). Individuals who have a greater desire to explore their environments and interact socially with others and who wish to return are associated with showing greater enjoyment in the experience and able to accomplish their goals in shopping. Personal shopping value is positively related to return store patronage as well (Babin and Ataway, 2000), one of the probable outcomes in the experience of fascination and escape.

An interesting outcome of this research is that self-regulation behavior does not moderate these relationships. Action and state-orientated individuals showed no measurable differences in the dimensions of fascination, authenticity or escape. This is somewhat inconsistent with earlier research on self-regulation behavior in shopping experiences (Babin and Darden, 1995). Dawson et. al (1990) notes that shopping motivations mediate emotions during the shopping experience and affect retail outcomes. If supported in future study, this explanation provides a possible way of minimizing the effects of self-regulation behavior in traditional shopping expenses. Based upon this study, pre-visit motivations may not affect the experience. If correct, then escape and fascination provide a mediating affect to shopping motivation. If retail landscapes can provide a sufficient escape alternative, and if the environment can promote fascinating thought, then consumer-shopping experiences can appeal to active and state-oriented individuals in an equal fashion.

The biggest surprise is the lack of results of authenticity. Interestingly authenticity in this study is negatively (but not significantly) related to utilitarian value and is not related to positive affect. To consider how this might be conceivable one only need

understand the purposes of restaurants. Fast-food restaurants have a utilitarian purpose, the purchase of food, fast. The objective is a very specific task accomplishment. The authentic preparation of food is secondary to the quickness of its delivery. For consumers to have to wait for food beyond the considered acceptable time to have it prepared in an authentic fashion could be considered an unsatisfactory experience and thus authenticity can be negatively related to utilitarian values.

Theoretical Contributions and Managerial Implications

Theoretical Contributions

The results of this study provide contributions to both academicians and practitioners. First, it introduces the role of escape and its mediating qualities on fascination in the consumption experience. Second, it broadens our understanding of authenticity and our perception of its importance (or lack thereof) when creating desirable experiences. The dissertation deepens our understanding of the boundaries in self-regulation behavior when measured against experiences that take us away from the mundane. Finally, this work contributes to understanding built environments and how their purpose defines their effect upon consumer perceptions.

Current research in restorative experiences focus on four dimensions: escape, fascination, extent, and connectedness. This research looked at two of these dimensions, escape and fascination, and how they may create valuable experiences. Introduced in this experiment is the mediating effect of escape on fascination, and how it partially explains its effect on personal affect. Extent theory in restoration is in natural settings and built environments. One of the unifying characteristics of natural places and settings is that

they are not mundane or routine. This study supports the possibility that an important quality of these environments is the property of escape, the release from customary existence. Escape is a key characteristic and a vital property in any environment that proposes to have restorative characteristics. In finding that escape mediates the effect of fascination, we have a greater understanding of restorative environments.

Reisinger and Steiner (2006) noted that the different views on authenticity are conflicting and irreconcilable. This study supports this position. Authenticity has a positive relationship on escape due to its support of the escape experience as being real. However, authenticity in this study has no direct relationship with escape. Indexicality is an important quality in an authentic experience; and once the consumer accepts items and places as authentic, a consumer will become more personally involved with items and places. This research, however, found this quality is not necessarily so and does not have to be considered important in an escape experience. Perhaps authentic experiences such as tourism that involve the daily life of a perceived authentic place (McIntosh, 2004) are not escape experiences, or escape is an additional but unrelated characteristic in the experience.

What could be considered more interesting is the lack of a direct relationship between authenticity and utilitarian value. Leigh, Peters, and Shelton (2006) study on the refutation of signs that don't promote authenticity and the focusing on those that do suggested that indexicality could be considered an important "marker" and could be positively related to the task completion of a utilitarian experience. However, this research does not support this theory.

We do find that authenticity influences utilitarian value through personal affect. Leigh, Peters, and Shelton (2006) also state that authenticity has a multicipilicty of meanings, and meaning is sought in our experiences (Caru and Cova, 2004). In our desire to participate in real experiences, authenticity confirms the connection to the real and is positively related to personal affect. This increase in positive feelings positively influences approach/avoidances behaviors. With the completion of an enjoyable experience, these approach/avoidance behaviors are positively related to utilitarian value. This finding is consistent with the notion that escape facilitating value creation through consumption experiences.

Finally, this study broadens our understanding of the servicescapes and their effects. Extent research on self-regulation behavior supports the relationship of personal characteristics as moderators in the experience of consumption environments (Bitner, 1992: Babin and Darden, 1995: Dawson et al, 1990). This research does not support this. Consumers who are action-oriented, who actively pursue a purpose with firm intentions, are effected similarly as state-oriented, who are more easily affected by incursions into their general plans. This leaves open the possibility of future study to determine further if, in opposition to extent theory, places that foster escape provide consistent value regardless of self-regulatory behavior.

Managerial Implications

Practitioners face a dizzying array of options in the development of retail atmospherics. For supporting a rewarding shopping experience, all the characteristics of a servicescape including service personnel are considered. Which qualities does a designer

of a servicescape consider in the creation of an establishment? These experiments provide possible answers to this question.

The escape from the normal and routine is to be a desirable quality that consumers seek in their favorite places. In establishments where customers seek this release, consideration of qualities that create an experience that supports escape and fascination can be rewarding. Where possible, creating layouts that increase depth, add natural surroundings, and create the illusion of height support the formation of fascinating qualities and escape experiences. Places that allow customers to relax and get away from the mundane help to restore cognitive effectiveness and are their favorite places.

This research finds that environments that promote escape and fascination are desirable and sought after. In departments of servicescapes that consumers frequent for a hedonic purpose, atmospherics that promote an escape experience could enhance the consumption experience. An example would be the clothing section of a department store. While other atmospherics promote the utilitarian completion of the visit, creating venues of escape and fascination in the clothing section could facilitate the relaxation of a consumer during the search for clothing. Thus, a mix of utilitarian, fascinating, and escape qualities blended in the same servicescape to create a rewarding value experience.

Limitations and Future Study

This present study also has several limitations that should ultimately lead to further study. The first limitation is the confound, identified in the main study. High correlations between constructs are difficult in research (Andrews, 1988). Servicescapes are no exception (Bitner, 1992). Michon, Chebat, and Turley (2003) commented on looking at a "basket" of environmental cues rather than a single cue. While careful

planning to avoid confounding in the pretests was planned, it nevertheless found its way into the main study.

Future research should include a more careful design of the study. A corrected design of the places, with a professional who understands the required properties of fascination, authenticity, and escape in the creation of the scene could correct the issues surrounding this possibility. While several pretests confirm the proper manipulation of the variables of fascination and authenticity, more pretesting to confirm these manipulations are generalizable to the overall population.

Acquiescence bias also exists in the survey data. The experiment confirmed the possibility that subjects agreed with the survey premise when they were unsure of how to answer. The bias also could be partly the fault of the online survey panel used in the collection of data. The panel used for this study was recruited from an online survey company called Qualtrics to complete to survey. This survey group receives a monetary contribution to fill out our survey. The income of these groups is dependent on the completion of surveys. Questioning whether online survey panelists focus sufficiently when filling out these questionnaires is a consideration. A rejection of one out of ten subjects in this study due to errors in the survey support a lack of attention to detail and consistent with acquiescence bias.

Future research should include the redesign of the study with greater error trapping to identify survey bias. This includes a more in-depth screening process built in the survey to drop out survey panelists who lack the attention necessary to complete the survey in a forthright manner. Due to the importance of the collecting valuable data, the design of the survey should also more forcefully ask the survey panelist for their

attention. Cialdini (2008) states gaining influence is possible by asking consumers for their cooperation. The survey needs to reiterate cooperation to help engage the survey panelist's active attention.

This study used student subjects for pretesting purposes. There is a possibility that student subjects are not generalizable to the consumer population and thus the design of the study may be flawed. Future pretesting should include groups that more heterogeneous to the general population to increase the confidence in the pretesting process.

This survey studied a single servicescape, that of a restaurant. The environment, experiences, and subjects who visit a restaurant may not be generalizable to the entire range of possible servicescapes. This study should be recreated using other different possible servicescapes: theme parks, sporting events, shopping malls, and other places where consumers are gathered for desired consumption experiences. By broadening the possible number of places, the effects of escape on the consumption experience and its related enhancement of value could be further understood.

Other future research possibilities include the further study of self-regulation behavior. Other self-regulation concepts are available for research. Vuorinen (1983), Epstein (1983), and Sarbin (1983) promote the understanding that we develop conscious and unconscious activities to self-regulate ourselves in order to relieve tension and stress. While in the studies of Vuoriren, Epstein and Sarbin an indirect support in this research can be found, a direct study of these behaviors is worthy of further consideration. Finding a link between self-regulation practices and the qualities of an environment that support

this behavior would strengthen the current theory surrounding restorative environments and their influential qualities.

Conclusions

The study of atmospherics to create a rewarding shopping experience expanded with our understanding of the motivations of consumers who shop for recreation (Bellenger and Korgaonkar, 1980). Holbrook and Hirschman (1982) add that experiences interact with emotional stimuli to create an emotional significance. Donovan and Rossiter (1982) identify the affective responses to environmental stimuli. Bitner (1992) notes the effect of servicescapes on the overall shopping experience. This research contributes to this stream of research by suggesting that providing consumers with an escape from their normal lives leads to consumer experiences that are desirable and sought out to help consumers relax and restore themselves. This research supports the contention that escape is a mediator to the fascination experience. When provided with a place to get away, the consumer has a greater opportunity to relax and engage in effortless attention, restore cognitive balance, and enjoy a more satisfying experience.

Providing a venue for a consumer to escape from normal existence is a way businesses can compensate for the consumer's natural orientation in goal fulfillment. Where the consumer purpose is to engage in task completion, environmental design of the servicescape should support this utilitarian cause. Contributing to the consumer's purpose for visiting a servicescape ultimately adds to the value of the consumer's experience.

In conclusion, this study helps define the valued qualities of fascination, authenticity and escape, as well as their effects and their effective boundaries. This

research quantifies limitations in authenticity and its effects on escape and utilitarian value. The study identifies that fascinating characteristics can be created in built environments. Finally, it supports and enhances the value of escape in providing consumers with a desired value experience.

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APPENDIX A

HUMAN USE APPROVAL LETTER

LOUISIANA TECH
UNIVERSITY

MEMORANDUM

OFFICE OF UNIVERSITY RESEARCH

TO: Mr. G. David Shows and Dr. Barry Babin

FROM: Barbara Talbot, University Research

SUBJECT: HUMAN USE COMMITTEE REVIEW

DATE: January 24, 2012

In order to facilitate your project, an EXPEDITED REVIEW has been done for your proposed study entitled:

"Escapism and the Consumption Experience"

HUC 941

The proposed study's revised procedures were found to provide reasonable and adequate safeguards against possible risks involving human subjects. The information to be collected may be personal in nature or implication. Therefore, diligent care needs to be taken to protect the privacy of the participants and to assure that the data are kept confidential. Informed consent is a critical part of the research process. The subjects must be informed that their participation is voluntary. It is important that consent materials be presented in a language understandable to every participant. If you have participants in your study whose first language is not English, be sure that informed consent materials are adequately explained or translated. Since your reviewed project appears to do no damage to the participants, the Human Use Committee grants approval of the involvement of human subjects as outlined.

Projects should be renewed annually. ***This approval was finalized on January 24, 2012 and this project will need to receive a continuation review by the IRB if the project, including data analysis, continues beyond January 24, 2013.*** Any discrepancies in procedure or changes that have been made including approved changes should be noted in the review application. Projects involving NIH funds require annual education training to be documented. For more information regarding this, contact the Office of University Research.

You are requested to maintain written records of your procedures, data collected, and subjects involved. These records will need to be available upon request during the conduct of the study and retained by the university for three years after the conclusion of the study. If changes occur in recruiting of subjects, informed consent process or in your research protocol, or if unanticipated problems should arise it is the Researchers responsibility to notify the Office of Research or IRB in writing. The project should be discontinued until modifications can be reviewed and approved.

If you have any questions, please contact Dr. Mary Livingston at 257-4315.

APPENDIX B

IMAGES FOR PRETEST AND EXPERIMENT STUDY

INITIAL SCREEN – HUMAN SUBJECTS CONSENT FORM

HUMAN SUBJECTS CONSENT FORM

The following is a brief summary of the project in which you are asked to participate. Please read this information before signing the statement below.

TITLE OF PROJECT: Escapism and the Consumption Experience

PURPOSE OF STUDY/PROJECT: Study the value of certain properties of environments, and their contribution to experiences.

PROCEDURE: You will be directed to an online survey and will be asked review a place. Based upon your reflection of this place, you will be asked a series of questions.

INSTRUMENTS: Online survey

RISKS/ALTERNATIVE TREATMENTS: The participant understands that Louisiana Tech is not able to offer financial compensation nor to absorb the costs of medical treatment should you be injured as a result of participating in this research.

The following disclosure applies to all participants using online survey tools: This server may collect information and your IP address indirectly and automatically via "cookies."

EXTRA CREDIT: If extra credit is offered to students participating in research, an alternative extra credit that requires a similar investment of time and energy will also be offered to those students who do not choose to volunteer as research subjects.

BENEFITS/COMPENSATION: No compensation or benefits are given or implied by the finishing of the following survey.

I agree that by clicking "YES" I have read and understood the following description of the study, "Escapism and the Consumption Experience," and its purposes and methods. I understand that my participation in this research is strictly voluntary and my participation or refusal to participate in this study will not affect my relationship with Louisiana Tech University or my grades in any way. Further, I understand that I may withdraw at any time or refuse to answer any questions without penalty. Upon completion of the study, I understand that the results will be freely available to me upon request. I understand that the results of my survey will be confidential, accessible only to the principal investigators, myself, or a legally appointed representative. I have not been requested to waive nor do I waive any of my rights related to participating in this study.

CONTACT INFORMATION: The principal experimenters listed below may be reached to answer questions about the research, subjects' rights, or related matters.

INITIAL SCREEN – HUMAN SUBJECTS CONSENT FORM (cont.)

G. David Shows
Louisiana Tech University
P.O. Box 10318, Ruston, LA 71272
gds008@latech.edu
318-257-4012

Members of the Human Use Committee of Louisiana Tech University may also be contacted if a problem cannot be discussed with the experimenters:

Dr. Les Guice (257-3056)
Dr. Mary M. Livingston (257-2292 or 257-4315)

Click "YES" if you accept the above and are ready to take the survey. Click "NO THANKS" to exit from the survey. Click the ">>" button to enter the survey or exit.

SECOND SCREEN – REQUEST FOR OBSERVATION

Thank you for taking this survey.

You will be given a place to observe.

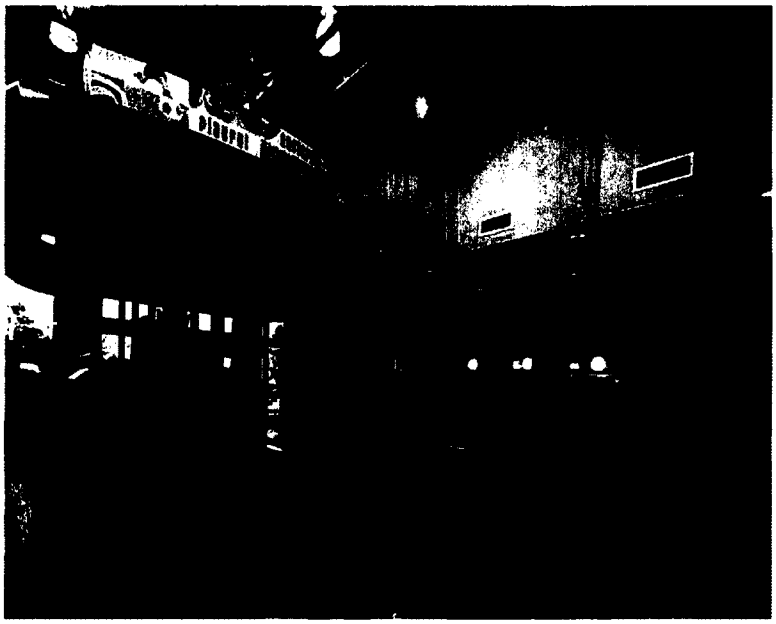
Please look at this place and absorb the surroundings. Think about putting yourself in this place.

After a sufficient amount of time, click the ">>" box to move on.
When you are ready, please click ">>" to view the place.

THIRD SCREEN – ONE OF FOUR DIFFERENT PLACES

PLACE A

LOW AUTHENTICITY/LOW FASCINATION



THIRD SCREEN – ONE OF FOUR DIFFERENT PLACES (cont.)

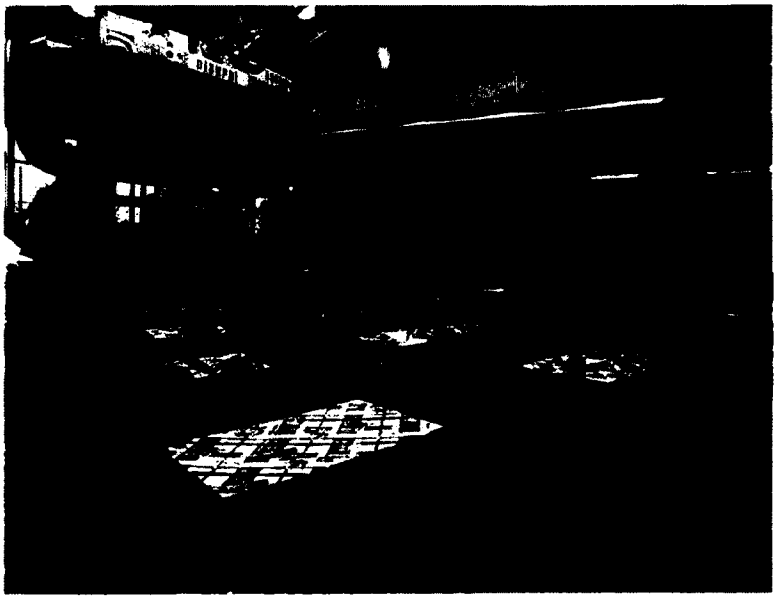
PLACE B

LOW AUTHENTICITY/HIGH FASCINATION

THIRD SCREEN – ONE OF FOUR DIFFERENT PLACES (cont.)

PLACE C

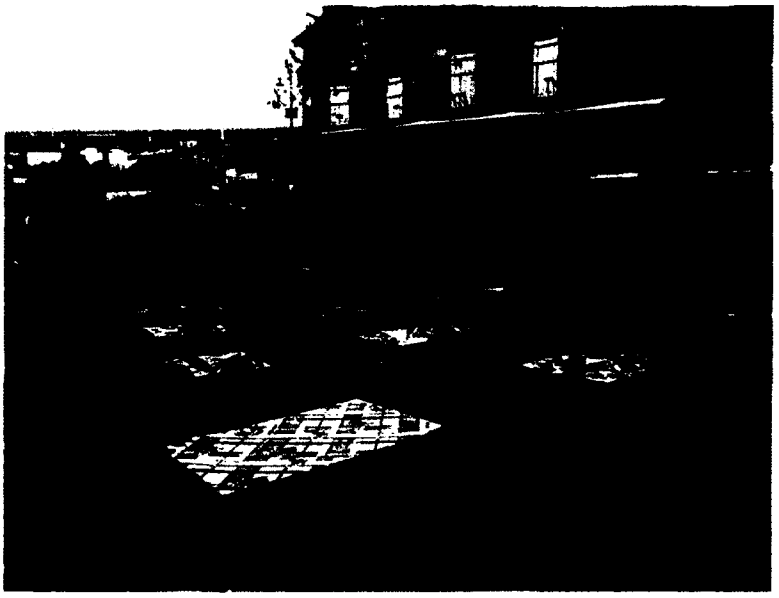
HIGH AUTHENTICITY/LOW FASCINATION



THIRD SCREEN – ONE OF FOUR DIFFERENT PLACES (cont.)

PLACE D

HIGH AUTHENTICITY/HIGH FASCINATION



SCREEN FOUR – CONFIRMATION OF DISPLAYED SCENE AND HEDONIC AND UTILITARIAN VALUE SCALES

Which Letter is displayed above you?

Based upon the above place, please choose the answer that best signifies your level of agreement. You may look again to confirm your thoughts.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I would enjoy having a meal here.	O	O	O	O	O	O	O
I would stay here and have more, not because I had to, but because I wanted to.	O	O	O	O	O	O	O
Having a meal here would truly feel like an escape.	O	O	O	O	O	O	O
Compared to other things I could have done, the time spent here would truly be enjoyable.	O	O	O	O	O	O	O
I would enjoy coming here and being immersed in the exciting new foods here.	O	O	O	O	O	O	O
I would enjoy coming here for its own sake, not just because of the meal I may purchase.	O	O	O	O	O	O	O
I would have a good time because I would buy something here on the "spur-of-the-moment."	O	O	O	O	O	O	O
While here, looking over the menu would be like "the excitement of the hunt."	O	O	O	O	O	O	O
While being here I would be able to forget my problems.	O	O	O	O	O	O	O
While here I would feel a sense of adventure.	O	O	O	O	O	O	O
Eating here would be a very nice time out.	O	O	O	O	O	O	O
I would accomplish what I wanted to do here.	O	O	O	O	O	O	O
I couldn't find anything here I would really need.	O	O	O	O	O	O	O
While here, I would find just what I would be looking for.	O	O	O	O	O	O	O
I would have to go somewhere else to find what I want.	O	O	O	O	O	O	O

SCREEN FIVE – ESCAPE, OBJECT-BASED AND EXISTENTIAL AUTHENTICITY SCALES

Based upon the above place, please choose the answer that best signifies your level of agreement. You may look again to confirm your thoughts.

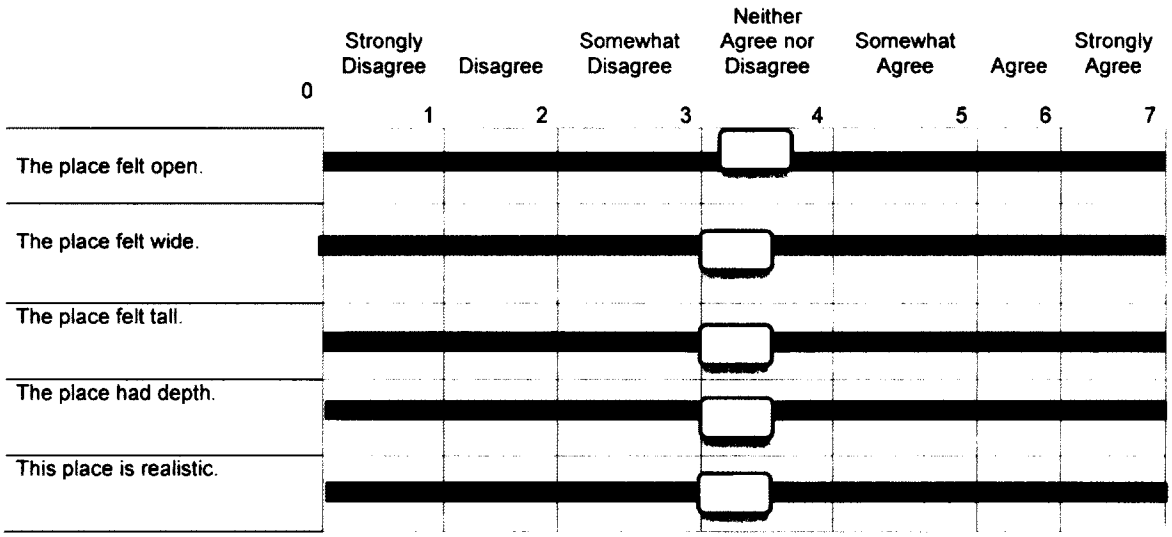
	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
This place would be a refuge from unwanted distractions.	O	O	O	O	O	O	O
Spending time here would give me a break from my day-to-day routine.	O	O	O	O	O	O	O
Here I could get away from the things that usually demand my attention.	O	O	O	O	O	O	O
Being here helps me to stop thinking about the things I must get done.	O	O	O	O	O	O	O
I experience few demands for concentration when I am here.	O	O	O	O	O	O	O
The overall architecture and impression of the place inspired me.	O	O	O	O	O	O	O
I like the peculiarities about the design and furnishings.	O	O	O	O	O	O	O
I like the way this place blends with the attractive scenery, which offers many other interesting places for sightseeing.	O	O	O	O	O	O	O
I like the arrangements connected to this place.	O	O	O	O	O	O	O
This place provided an insight into a historical era.	O	O	O	O	O	O	O
Looking at this place I felt its related history, legends and historical feel.	O	O	O	O	O	O	O
I felt connected with human history and civilization.	O	O	O	O	O	O	O

SCREEN SIX – FASCINATION AND ENVIRONMENTAL CONFIRMATION SCALE

Based upon the above place, please choose the answer that best signifies your level of agreement. You may look again to confirm your thoughts.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
This place really holds my interest.	O	O	O	O	O	O	O
This place is large enough to allow exploration in many directions.	O	O	O	O	O	O	O
This place awakens my curiosity.	O	O	O	O	O	O	O
There is much to explore and discover here.	O	O	O	O	O	O	O
My attention is drawn to many interesting things here.	O	O	O	O	O	O	O
It would be hard to be bored here.	O	O	O	O	O	O	O

Based upon the previous place, please choose the answer that best signifies your level of agreement.



SCREEN SEVEN – DEMOGRAPHICS

Please enter your gender

- O Female
- O Male

Please enter your current education level.

- O Freshman
- O Sophomore
- O Junior
- O Senior
- O Master's
- O Continuing Education
- O PhD Student
- O Doctor

If currently in College, please enter in your institution name.

If currently in College, please enter your instructor's name.

If currently in College, please enter your name for extra credit purposes.

Please enter any additional comments you may have.

APPENDIX C

QUESTIONNAIRE USED IN SURVEY STUDY

INITIAL SCREEN – HUMAN SUBJECTS CONSENT FORM

HUMAN SUBJECTS CONSENT FORM

The following is a brief summary of the project in which you are asked to participate. Please read this information before signing the statement below.

TITLE OF PROJECT: Escapism and the Consumption Experience

PURPOSE OF STUDY/PROJECT: Study the value of certain properties of environments, and their contribution to experiences.

PROCEDURE: You will be directed to an online survey and will be asked review a place. Based upon your reflection of this place, you will be asked a series of questions.

INSTRUMENTS: Online survey

RISKS/ALTERNATIVE TREATMENTS: The participant understands that Louisiana Tech is not able to offer financial compensation nor to absorb the costs of medical treatment should you be injured as a result of participating in this research.

The following disclosure applies to all participants using online survey tools: This server may collect information and your IP address indirectly and automatically via "cookies."

EXTRA CREDIT: If extra credit is offered to students participating in research, an alternative extra credit that requires a similar investment of time and energy will also be offered to those students who do not choose to volunteer as research subjects.

BENEFITS/COMPENSATION: No compensation or benefits are given or implied by the finishing of the following survey.

I agree that by clicking "YES" I have read and understood the following description of the study, "Escapism and the Consumption Experience," and its purposes and methods. I understand that my participation in this research is strictly voluntary and my participation or refusal to participate in this study will not affect my relationship with Louisiana Tech University or my grades in any way. Further, I understand that I may withdraw at any time or refuse to answer any questions without penalty. Upon completion of the study, I understand that the results will be freely available to me upon request. I understand that the results of my survey will be confidential, accessible only to the principal investigators, myself, or a legally appointed representative. I have not been requested to waive nor do I waive any of my rights related to participating in this study.

CONTACT INFORMATION: The principal experimenters listed below may be reached to answer questions about the research, subjects' rights, or related matters.

INITIAL SCREEN – HUMAN SUBJECTS CONSENT FORM (cont.)

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Dr. Les Guice (257-3056)
Dr. Mary M. Livingston (257-2292 or 257-4315)

Click "YES" if you accept the above and are ready to take the survey. Click "NO THANKS" to exit from the survey. Click the ">>" button to enter the survey or exit.

SECOND SCREEN – REQUEST FOR OBSERVATION

Thank you for taking this survey.

You will be given a place to observe. It may take a few moments to view, depending on your Internet connection.

The place you will view is a restaurant.

The name of the restaurant is the **"Restaurant du Commerce"**

Please look at this place and absorb the surroundings.

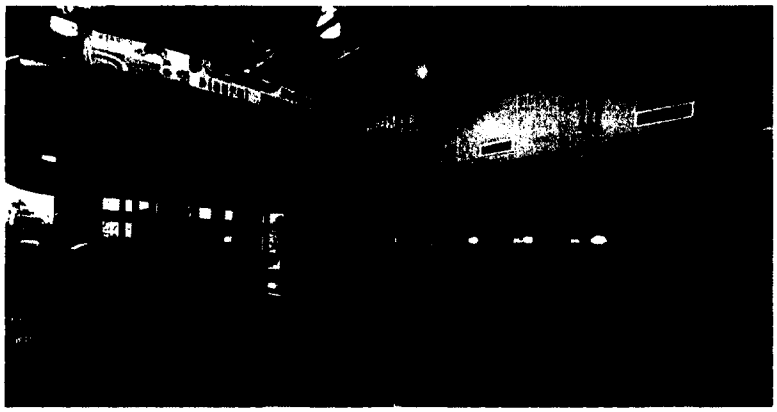
Imagine yourself here. Imagine dining in this place.

When you are ready, please click the ">>" button to continue.

THIRD SCREEN – ONE OF FOUR DIFFERENT PLACES

PLACE A

LOW AUTHENTICITY/LOW FASCINATION



Look all around and imagine dining here. Think of the menu here and the meal you might buy. Imagine sitting here and absorbing the surroundings. Once you are ready, click ">>" to go to the next screen.

THIRD SCREEN – ONE OF FOUR DIFFERENT PLACES (cont.)

PLACE B

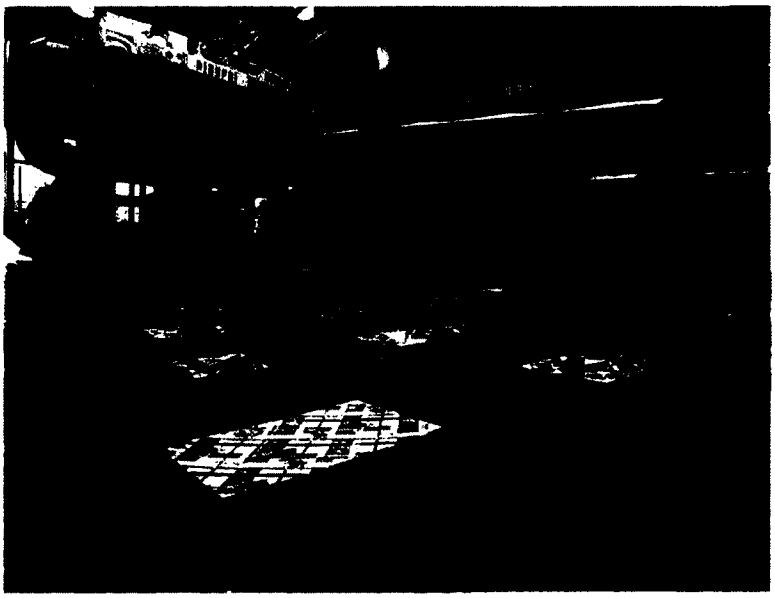
LOW AUTHENTICITY/HIGH FASCINATION

Look all around and imagine dining here. Think of the menu here and the meal you might buy. Imagine sitting here and absorbing the surroundings. Once you are ready, click ">>" to go to the next screen.

THIRD SCREEN – ONE OF FOUR DIFFERENT PLACES (cont.)

PLACE C

HIGH AUTHENTICITY/LOW FASCINATION

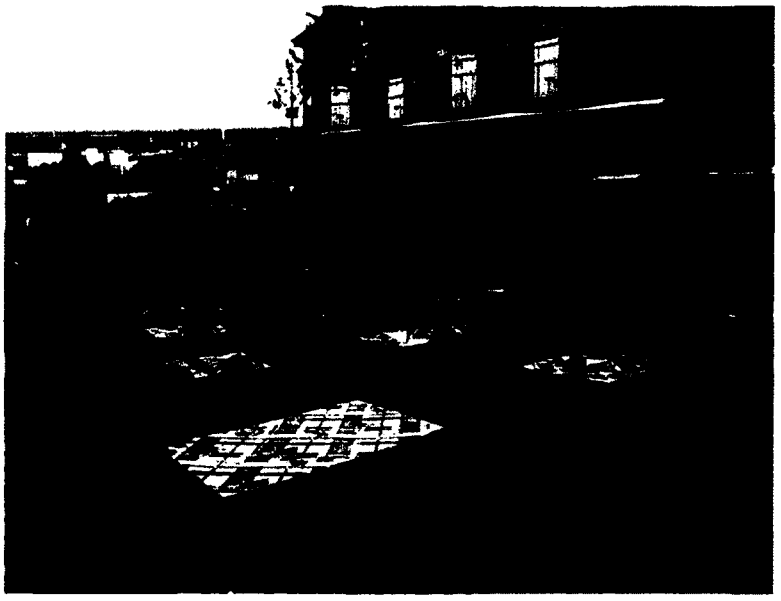


Look all around and imagine dining here. Think of the menu here and the meal you might buy. Imagine sitting here and absorbing the surroundings. Once you are ready, click ">>" to go to the next screen.

THIRD SCREEN – ONE OF FOUR DIFFERENT PLACES (cont.)

PLACE D

HIGH AUTHENTICITY/HIGH FASCINATION



Look all around and imagine dining here. Think of the menu here and the meal you might buy. Imagine sitting here and absorbing the surroundings. Once you are ready, click ">>" to go to the next screen.

SCREEN FOUR – CONFIRMATION OF DISPLAYED SCENE AND HEDONIC AND UTILITARIAN VALUE SCALES

Which Letter is displayed above you?

Based upon the above place, please choose the answer that best signifies your level of agreement. You may look again to confirm your thoughts.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I would enjoy having a meal here.	o	o	o	o	o	o	o
I would stay here and have more, not because I had to, but because I wanted to.	o	o	o	o	o	o	o
Having a meal here would truly feel like an escape.	o	o	o	o	o	o	o
Compared to other things I could have done, the time spent here would truly be enjoyable.	o	o	o	o	o	o	o
I would enjoy coming here and being immersed in the exciting new foods here.	o	o	o	o	o	o	o
I would enjoy coming here for its own sake, not just because of the meal I may purchase.	o	o	o	o	o	o	o
I would have a good time because I would buy something here on the "spur-of-the-moment."	o	o	o	o	o	o	o
While here, looking over the menu would be like "the excitement of the hunt."	o	o	o	o	o	o	o
While being here I would be able to forget my problems.	o	o	o	o	o	o	o
While here I would feel a sense of adventure.	o	o	o	o	o	o	o
Eating here would be a very nice time out.	o	o	o	o	o	o	o
I would accomplish what I wanted to do here.	o	o	o	o	o	o	o
I couldn't find anything here I would really need.	o	o	o	o	o	o	o
While here, I would find just what I would be looking for.	o	o	o	o	o	o	o
I would have to go somewhere else to find what I want.	o	o	o	o	o	o	o

SCREEN FIVE – APPROACH/AVOIDANCE SCALE

Based upon the above place and your imagined experience, please choose the answer that best signifies your level of agreement. You may look again to confirm your thoughts.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
I would avoid looking around or exploring here.	O	O	O	O	O	O	O
This is the sort of place where I would spend more money than I originally set out to spend.	O	O	O	O	O	O	O
In this place I would try to avoid other people, and avoid having to talk to them.	O	O	O	O	O	O	O
I like this place.	O	O	O	O	O	O	O
would enjoy having a meal here.	O	O	O	O	O	O	O
I would like to spend time browsing around here.	O	O	O	O	O	O	O
I would avoid returning here.	O	O	O	O	O	O	O
Here I would feel friendly and talkative to a stranger who happens to be near me.	O	O	O	O	O	O	O

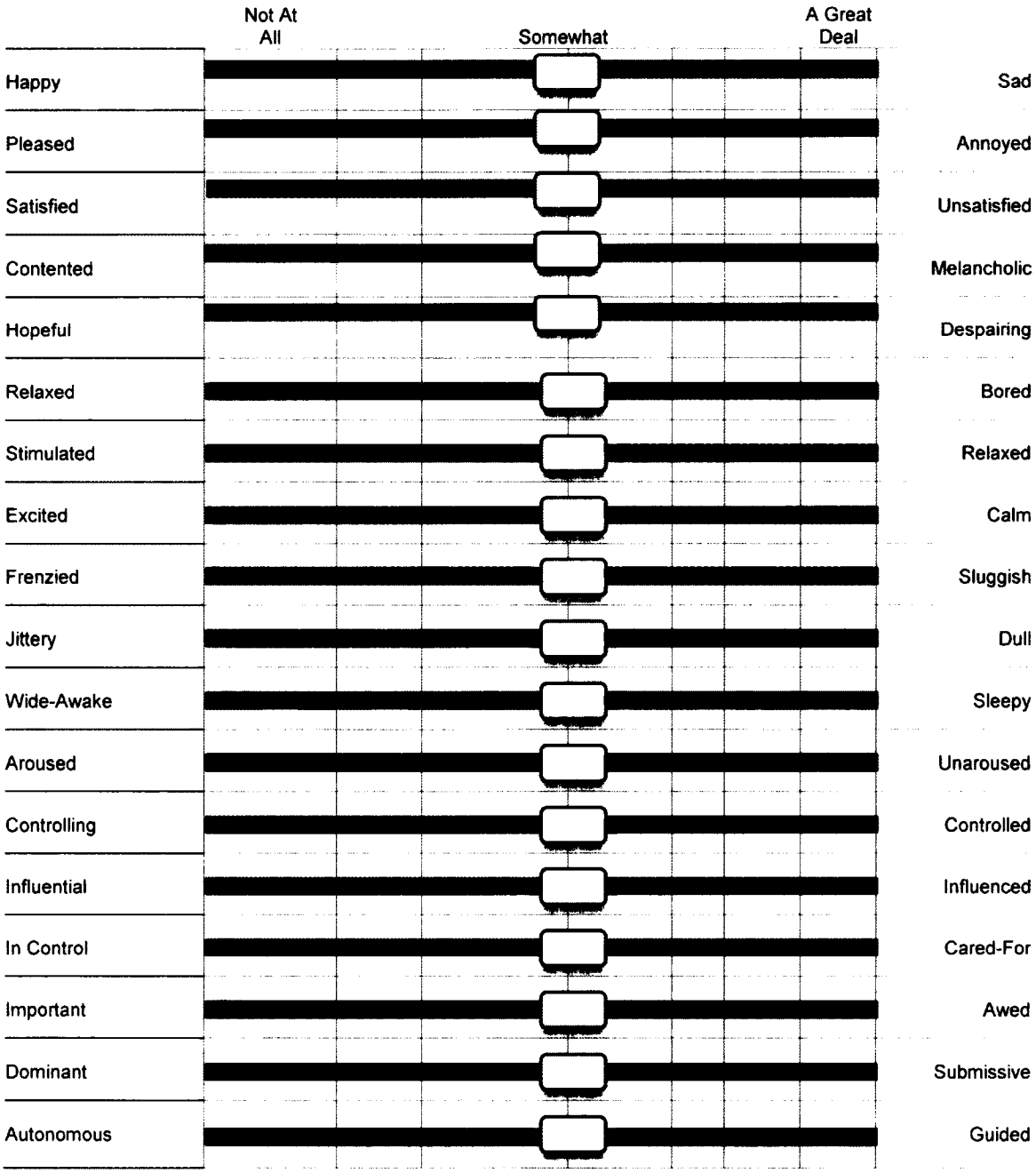
SCREEN SIX – CONFIRMATION OF DISPLAYED SCENE AND HEDONIC AND UTILITARIAN VALUE SCALES

Based upon the above place and your imagined experience, please choose the answer that best signifies your level of agreement. You may look again to confirm your thoughts.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
Dining here would truly be a joy.	O	O	O	O	O	O	O
I would stay here and have more, not because I had to, but because I wanted to.	O	O	O	O	O	O	O
Having a meal here would truly feel like an escape.	O	O	O	O	O	O	O
Compared to other things I could have done, the time spent here would truly be enjoyable.	O	O	O	O	O	O	O
I would enjoy coming here and being immersed in the exciting new foods here.	O	O	O	O	O	O	O
I would enjoy coming here for its own sake, not just because of the meal I may purchase.	O	O	O	O	O	O	O
I would have a good time because I would buy something here on the "spur-of-the-moment."	O	O	O	O	O	O	O
While here, looking over the menu would be like "the excitement of the hunt."	O	O	O	O	O	O	O
While being here I would be able to forget my problems.	O	O	O	O	O	O	O
While here I would feel a sense of adventure.	O	O	O	O	O	O	O
Eating here would be a very nice time out.	O	O	O	O	O	O	O
I would find what I wanted to eat here.	O	O	O	O	O	O	O
I couldn't find anything I would really want to eat here.	O	O	O	O	O	O	O
While here, I would find just what I would be looking for.	O	O	O	O	O	O	O
I would have to go somewhere else to find what I want.	O	O	O	O	O	O	O

SCREEN SEVEN – POSITIVE AFFECT SCALE AND ESCAPE SCALE

Again, imagining what it would like to be in the place pictured above, please report to what extent you believe you would feel each of the emotions listed below. Use the slider to indicate the extent to which you would experience each feeling ranging from 0 meaning you would not feel the emotion at all to 100 meaning you would feel that specific emotion a great deal.



SCREEN EIGHT – ESCAPE SCALE AND ACTION-STATE CONTROL SCALE

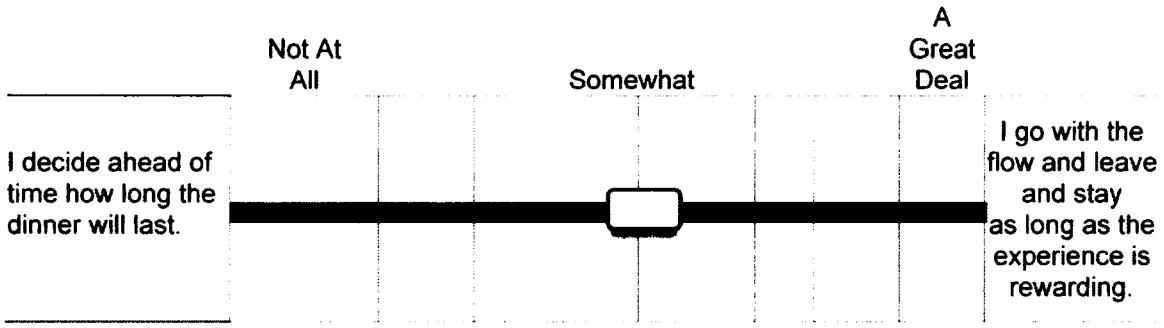
Thinking of the viewed place and your imagined experience here, please choose the answer that best signifies your level of agreement. Once again, you may look again to confirm your thoughts.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
This place would be a refuge from unwanted distractions.	O	O	O	O	O	O	O
Spending time here would give me a break from my day-to-day routine.	O	O	O	O	O	O	O
Here I could get away from the things that usually demand my attention.	O	O	O	O	O	O	O
Being here would help me stop thinking about the things I must get done.	O	O	O	O	O	O	O
I experience few demands for concentration when I am here.	O	O	O	O	O	O	O

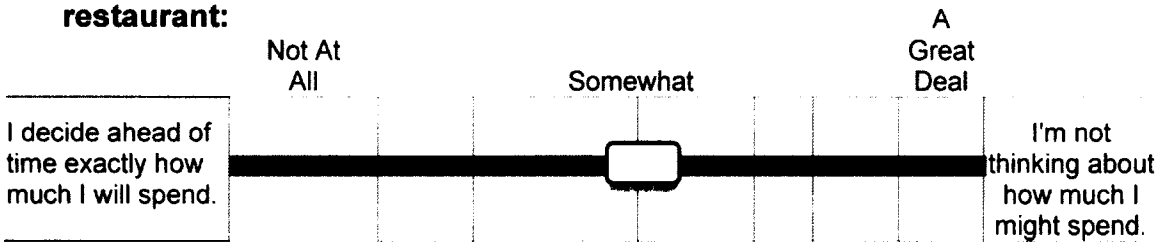
SCREEN EIGHT – ESCAPE SCALE AND ACTION-STATE CONTROL SCALE (CONT.)

Considering the place you have just witnessed, these questions are about your general dining habits. Please slide the bar to the position that best signifies your level of agreement with the following statements.

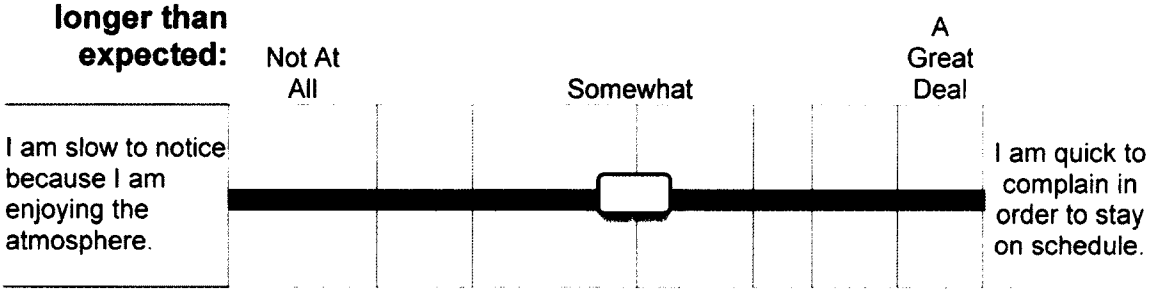
When I go out to dine:



When I'm at The restaurant:



When the service takes longer than expected:



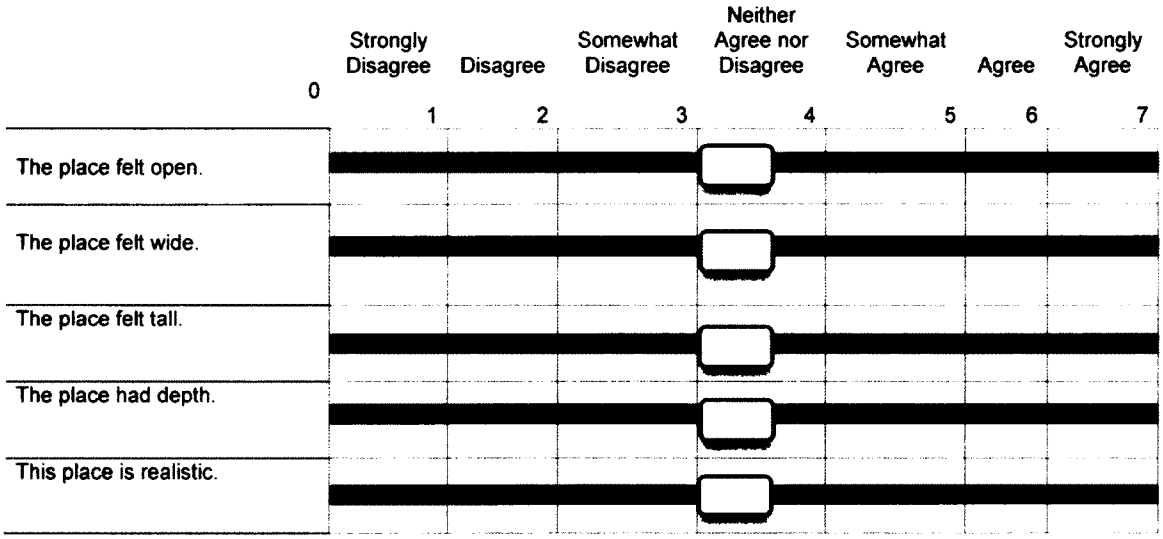
SCREEN NINE – FASINCATION AND EXISTENTIAL AUTHENTICITY SCALE

After viewing and imagining yourself in the above place, please choose the answer that best signifies your level of agreement. You may look again to confirm your thoughts.

	Strongly Disagree	Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Agree	Strongly Agree
This place really holds my interest.	O	O	O	O	O	O	O
This place is large enough to allow exploration in many directions.	O	O	O	O	O	O	O
This place awakens my curiosity.	O	O	O	O	O	O	O
There is much to explore and discover here.	O	O	O	O	O	O	O
My attention is drawn to many interesting things here.	O	O	O	O	O	O	O
It would be hard to be bored here.	O	O	O	O	O	O	O
This place provided an insight into a historical era.	O	O	O	O	O	O	O
Looking at this place I felt its related history, legends and historical feel.	O	O	O	O	O	O	O
I felt connected with human history and civilization.	O	O	O	O	O	O	O

SCREEN TEN – FASINCATION AND EXISTENTIAL AUTHENTICITY SCALE

Based upon your perception of the previously viewed place, please choose the answer that best signifies your level of acceptance to the following statements.



SCREEN ELEVEN – DEMOGRAPHICS

Please enter your age.

Please enter your gender

- O Female
- O Male

Please enter your current education level.

- O Freshman
- O Sophomore
- O Junior
- O Senior
- O Master's
- O Continuing Education
- O PhD Student
- O Doctor

How often do you eat out?

- O Once a month
- O Once every two weeks
- O Once a week
- O More than once a week

How much do you spend on average dining out every month? Enter the amount with no "$" sign.

Please enter any additional comments you may have.

APPENDIX D

SURVEY SCALES

Diefendorff, Hall, Lord, and Strean (2000) action-control scale (ACS)

Escape

This place is a refuge from unwanted distractions.
Spending time here gives me a break from my day to day routine.
This is a place to get away from the things that usually demand my attention.
Being here helps me to stop thinking about the things that I must get done.
I experience few demands for concentration when I am here.

Fascination

Following what is going on here really holds my interest.
This place is large enough to allow exploration in many directions.
This place awakens my curiosity.
There is much to explore and discover here.
My attention is drawn to many interesting things here.
It is hard to be bored here.

Kolar and Zabkar (2009) Object and Existential Authenticity Scale
Object-Base Authenticity
The overall architecture and impression of the scene inspired.
I like the peculiarities about the interior design and furnishings.
I like the way the site blends with the attractive scenery, which offers many other interesting places for sightseeing.
I liked the information about the site and found it interesting.
I like the arrangements connected to the scene.

Existential Authenticity

This scene provided an insight into the historical era.
Looking at the scene I felt the related history, legends and historical feel.
I felt connected with human history and civilization.

Mehrabian and Russell (1974) Pleasure-Arousal-Dominance (PAD) Scale
Pleasure
Happy----------Sad
Pleased---------Annoyed
Satisfied--------Unsatisfied
Contented------Melancholic
Hopeful--------Despairing
Relaxed--------Bored

Mehrabian and Russell (1974) Pleasure-Arousal-Dominance (PAD) Scale (comt.)
Arousal
Stimulated-------Relaxed

Excited----------Calm
Frenzied----------Sluggish
Jittery----------Dull
Wide-awake-----Sleepy
Aroused----------Unaroused

Donovan and Rossiter (1982) Approach/Avoidance Scale

I would enjoy shopping in this place.
I would like to spend time browsing in this place.
I would avoid returning to this place.
In this place I would feel friendly and talkative to a stranger who happens to be near me.
I would avoid looking around or exploring this environment.
I like this environment.
In this place I would try to avoid other people, and avoid having to talk to them.
This is the sort of place where I would spend more money than I originally set out to spend.

Babin, Darden and Griffin (1994) Personal Shopping Value Scale

Hedonic Value

This shopping trip was truly a joy.
I continued to shop, not because I had to, but because I wanted to.
This shopping trip truly felt like an escape.
Compared to other things I could have done, the time spent shopping was truly enjoyable.
I enjoyed being immersed in exciting new products.
I enjoyed this shopping trip for its own sake, not just for the items I may have purchased.
I had a good time because I was able to act on the "spur-of-the-moment."
During the trip, I felt the excitement of the hunt.
While shopping, I was able to forget my problems.
While shopping, I felt a sense of adventure.
This shopping trip was not a very nice time out.

Utilitarian Value

I accomplished just what I wanted to on this shopping trip.
I couldn't buy what I really needed.
While shopping, I found just the item(s) I was looking for.
I was disappointed because I had to go to another store(s) to complete my shopping.

APPENDIX E

FINAL AND ADJUSTED CORRELATION MATRIX

Final Correlation Matrix – Unadjusted

AA1	1	.825	-.623	.634	-.367	.884	-.312	.582	.851	.810	.766	.820	.832	.686	.700	.682	.688	.708	.859	.743	-.478	.768	-.582	.689
AA2	.825	1	-.517	.683	-.362	.813	-.313	.649	.813	.804	.771	.772	.812	.711	.704	.730	.701	.743	.759	.710	-.373	.709	-.466	.689
AA3	-.623	-.517	1	-.411	.598	-.621	.505	-.343	-.639	-.539	-.589	-.559	-.585	-.497	-.493	-.457	-.433	-.500	-.643	-.526	.603	-.515	.605	-.410
AA4	.634	.683	-.411	1	-.284	.632	-.340	.481	.630	.689	.615	.618	.682	.598	.595	.569	.585	.619	.594	.590	-.395	.611	-.427	.522
AA5	-.367	-.362	.598	-.284	1	-.357	.471	-.180	-.394	-.320	-.366	-.304	-.427	-.301	-.242	-.296	-.279	-.310	-.386	-.303	.422	-.220	.467	-.238
AA6	.884	.813	-.621	.632	-.357	1	-.286	.623	.822	.768	.763	.800	.792	.707	.681	.671	.671	.698	.843	.746	-.441	.765	-.591	.691
AA7	-.312	-.313	.505	-.340	.471	-.286	1	-.127	-.291	-.322	-.353	-.265	-.364	-.351	-.274	-.303	-.229	-.238	-.357	-.339	.392	-.221	.438	-.264
AA8	.582	.649	-.343	.481	-.180	.623	-.127	1	.610	.647	.616	.627	.607	.628	.579	.567	.558	.635	.570	.600	-.251	.534	-.314	.649
HE1	.851	.813	-.639	.630	-.394	.822	-.291	.610	1	.841	.842	.864	.856	.748	.727	.733	.738	.747	.864	.770	-.413	.775	-.533	.697
HE2	.810	.804	-.539	.689	-.320	.768	-.322	.647	.841	1	.816	.815	.830	.740	.733	.780	.701	.740	.799	.729	-.377	.766	-.485	.705
HE3	.766	.771	-.589	.615	-.366	.763	-.353	.616	.842	.816	1	.824	.805	.752	.748	.772	.735	.782	.805	.717	-.393	.737	-.506	.709
HE4	.820	.772	-.559	.618	-.304	.800	-.265	.627	.864	.815	.824	1	.826	.724	.719	.713	.713	.744	.856	.763	-.364	.798	-.504	.701
HE5	.832	.812	-.585	.682	-.427	.792	-.364	.607	.856	.830	.805	.826	1	.724	.738	.755	.739	.767	.829	.758	-.414	.763	-.534	.685
HE6	.686	.711	-.497	.598	-.301	.707	-.351	.628	.748	.740	.752	.724	.724	1	.625	.667	.620	.685	.748	.712	-.329	.665	-.404	.657
HE7	.700	.704	-.493	.595	-.242	.681	-.274	.579	.727	.733	.748	.719	.738	.625	1	.722	.687	.731	.677	.670	-.320	.714	-.403	.619
HE8	.682	.730	-.457	.569	-.296	.671	-.303	.567	.733	.780	.772	.713	.755	.667	.722	1	.638	.753	.729	.646	-.307	.650	-.394	.636
HE9	.688	.701	-.433	.585	-.279	.671	-.229	.558	.738	.701	.735	.713	.739	.620	.687	.638	1	.725	.683	.616	-.358	.686	-.371	.611
HE10	.708	.743	-.500	.619	-.310	.698	-.238	.635	.747	.740	.782	.744	.767	.685	.731	.753	.725	1	.711	.656	-.358	.654	-.429	.710
HE11	.859	.759	-.643	.594	-.386	.843	-.357	.570	.864	.799	.805	.856	.829	.748	.677	.729	.683	.711	1	.764	-.479	.752	-.582	.670
UV1	.743	.710	-.526	.590	-.303	.746	-.339	.600	.770	.729	.717	.763	.758	.712	.670	.646	.616	.656	.764	1	-.350	.724	-.470	.661
UV2	-.478	-.373	.603	-.395	.422	-.441	.392	-.251	-.413	-.377	-.393	-.364	-.414	-.329	-.320	-.307	-.358	-.358	-.479	-.350	1	-.342	.656	-.255
UV3	.768	.709	-.515	.611	-.220	.765	-.221	.534	.775	.766	.737	.798	.763	.665	.714	.650	.686	.654	.752	.724	-.342	1	-.493	.601
UV4	-.582	-.466	.605	-.427	.467	-.591	.438	-.314	-.533	-.485	-.506	-.504	-.534	-.404	-.403	-.394	-.371	-.429	-.582	-.470	.656	-.493	1	-.410

Exhilarated	.689	.689	-.410	.522	-.238	.691	-.264	.649	.697	.705	.709	.701	.685	.657	.619	.636	.611	.710	.670	.661	-.255	.601	-.410	1
Happy	.778	.717	-.536	.610	-.358	.770	-.349	.527	.733	.715	.687	.762	.744	.626	.655	.617	.629	.656	.744	.649	-.390	.665	-.588	.754
Contented	.765	.676	-.489	.538	-.354	.693	-.339	.489	.705	.699	.652	.742	.727	.589	.588	.596	.591	.596	.733	.590	-.389	.627	-.568	.733
Excited	.766	.747	-.513	.601	-.317	.759	-.310	.613	.744	.744	.727	.755	.758	.618	.669	.692	.651	.728	.732	.660	-.372	.664	-.520	.855
Bored	-.612	-.557	.659	-.489	.501	-.638	.461	-.359	-.591	-.529	-.506	-.520	-.584	-.497	-.450	-.463	-.429	-.443	-.594	-.501	.468	-.488	.583	-.435
Unsatisfied	-.640	-.549	.695	-.477	.507	-.642	.474	-.335	-.621	-.527	-.516	-.553	-.596	-.500	-.458	-.440	-.482	-.427	-.615	-.522	.560	-.505	.609	-.418
Relaxed	.750	.659	-.453	.539	-.314	.697	-.301	.510	.705	.676	.688	.726	.689	.579	.585	.578	.603	.588	.735	.577	-.354	.602	-.506	.708
Stimulated	.716	.673	-.489	.554	-.301	.711	-.318	.540	.700	.685	.665	.701	.716	.561	.610	.625	.636	.688	.682	.637	-.378	.633	-.496	.759
Serene	.622	.548	-.424	.492	-.291	.560	-.334	.425	.630	.615	.628	.665	.638	.515	.543	.561	.575	.545	.634	.546	-.292	.572	-.431	.646
Dreary	-.401	-.344	.504	-.278	.410	-.434	.400	-.187	-.390	-.337	-.329	-.316	-.415	-.343	-.312	-.288	-.325	-.260	-.397	-.290	.395	-.332	.453	-.273
Dull	-.481	-.417	.549	-.316	.422	-.489	.375	-.249	-.500	-.402	-.420	-.410	-.492	-.411	-.387	-.365	-.394	-.365	-.458	-.345	.442	-.374	.441	-.349
Calm	.604	.533	-.354	.455	-.251	.538	-.202	.434	.591	.587	.581	.626	.553	.464	.512	.524	.508	.488	.587	.467	-.259	.515	-.386	.590
Monotonous	-.220	-.205	.357	-.126	.360	-.245	.401	-.145	-.253	-.166	-.224	-.194	-.238	-.251	-.127	-.179	-.141	-.137	-.239	-.236	.333	-.142	.367	-.179
Influential	.582	.595	-.370	.539	-.203	.577	-.165	.512	.602	.627	.659	.610	.601	.517	.622	.585	.585	.666	.556	.514	-.274	.610	-.379	.693
In Control	.508	.470	-.298	.472	-.241	.453	-.232	.349	.472	.534	.440	.512	.529	.418	.488	.465	.510	.497	.487	.375	-.214	.430	-.313	.490

Final Correlation Matrix – Unadjusted (Continued)

Dominant		.381	.432	-.186	.361	-.049	.362	-.006	.335	.364	.417	.379	.377	.426	.313	.417	.431	.399	.474	.352	.316	-.129	.347	-.179	.506
Interested		.740	.663	-.470	.576	-.331	.712	-.322	.485	.691	.711	.659	.724	.728	.597	.611	.653	.588	.651	.728	.616	-.339	.626	-.509	.748
Pleased		.796	.705	-.552	.594	-.339	.753	-.310	.553	.742	.738	.694	.795	.735	.632	.637	.647	.614	.664	.776	.653	-.405	.658	-.553	.777
Anxious		-.024	.031	.105	.035	.140	-.046	.202	.146	-.035	.039	-.036	.004	-.049	-.014	-.019	-.047	-.044	.084	-.049	-.003	.161	-.046	.225	.137
Embarrassed		-.334	-.226	.377	-.214	.346	-.340	.305	-.142	-.324	-.266	-.250	-.268	-.313	-.256	-.227	-.250	-.231	-.134	-.290	-.198	.296	-.209	.331	-.134
Guilty		-.171	-.046	.284	-.069	.313	-.178	.289	-.025	-.139	-.090	-.103	-.072	-.162	-.083	-.127	-.063	-.071	-.011	-.105	-.076	.211	-.038	.244	-.022
E1	.669	.617	-.490	.536	-.253	.670	-.288	.595	.687	.686	.688	.712	.653	.632	.573	.611	.553	.606	.663	.711	-.310	.654	-.410	.689	
E2	.801	.691	-.598	.580	-.409	.769	-.352	.505	.757	.704	.750	.778	.753	.652	.656	.664	.594	.688	.832	.708	-.471	.677	-.592	.657	
E3	.730	.676	-.487	.589	-.329	.707	-.245	.560	.723	.719	.724	.768	.707	.649	.640	.639	.670	.687	.749	.650	-.379	.689	-.454	.625	
E4	.741	.700	-.522	.523	-.270	.731	-.228	.540	.774	.727	.772	.757	.726	.658	.666	.690	.735	.695	.753	.662	-.348	.709	-.444	.644	
E5	.577	.478	-.370	.418	-.247	.524	-.207	.491	.509	.556	.512	.545	.523	.555	.480	.458	.465	.503	.542	.571	-.281	.520	-.304	.532	
ACS1	.206	.223	-.125	.180	-.137	.150	-.157	.173	.210	.234	.220	.265	.275	.192	.224	.229	.217	.235	.225	.139	-.119	.125	-.107	.221	
ACS2	.162	.178	-.109	.269	-.106	.170	-.037	.135	.198	.208	.099	.179	.208	.176	.204	.205	.165	.185	.181	.190	-.076	.190	-.051	.112	
ACS3	-.139	-.153	.221	-.165	.211	-.157	.192	-.058	-.156	-.139	-.139	-.132	-.176	-.103	-.143	-.185	-.170	-.151	-.161	-.065	.249	-.151	.254	-.143
F1	.783	.795	-.572	.611	-.420	.777	-.317	.566	.820	.770	.775	.798	.797	.702	.645	.689	.670	.752	.817	.718	-.368	.694	-.494	.734	
F2	.616	.639	-.414	.545	-.309	.634	-.195	.501	.668	.621	.632	.615	.656	.583	.545	.562	.575	.662	.621	.563	-.320	.575	-.366	.604	
F3	.704	.695	-.553	.551	-.422	.703	-.347	.545	.709	.692	.734	.716	.743	.679	.591	.677	.627	.734	.751	.642	-.386	.662	-.500	.653	
F4	.684	.727	-.486	.584	-.320	.693	-.292	.555	.709	.694	.724	.711	.731	.658	.589	.651	.666	.701	.714	.612	-.327	.660	-.423	.622	
F5	.767	.769	-.510	.583	-.397	.767	-.314	.561	.767	.741	.752	.762	.786	.699	.590	.650	.647	.708	.792	.686	-.362	.699	-.502	.676	
F6	.729	.750	-.488	.581	-.370	.695	-.285	.588	.762	.745	.730	.721	.768	.692	.599	.671	.635	.699	.752	.664	-.313	.662	-.457	.683	
AE1	.600	.628	-.378	.491	-.277	.578	-.222	.525	.653	.641	.681	.677	.688	.559	.502	.598	.561	.655	.637	.568	-.259	.549	-.347	.617	
AE2	.607	.660	-.380	.503	-.244	.610	-.170	.581	.670	.673	.690	.683	.699	.586	.550	.627	.588	.680	.654	.592	-.236	.556	-.350	.649	
AE3	.623	.660	-.327	.506	-.195	.627	-.197	.555	.640	.654	.681	.667	.683	.570	.577	.599	.591	.640	.630	.572	-.245	.570	-.340	.656	
EE1	.397	.281	-.335	.286	-.299	.324	-.221	.130	.340	.279	.350	.359	.305	.283	.284	.297	.299	.313	.340	.273	-.307	.297	-.322	.310	
EE2	.225	.111	-.220	.203	-.193	.144	-.208	-.001	.187	.163	.212	.212	.187	.134	.235	.182	.175	.199	.183	.158	-.170	.204	-.143	.187	
EE3	.203	.107	-.134	.153	-.038	.133	-.134	.074	.160	.139	.171	.173	.171	.145	.186	.150	.142	.145	.134	.191	-.155	.162	-.096	.231	
EE4	.369	.308	-.175	.263	-.120	.313	-.180	.302	.344	.345	.308	.371	.344	.343	.320	.285	.221	.289	.312	.392	-.140	.308	-.191	.410	
EE5	.576	.455	-.439	.418	-.307	.477	-.230	.374	.520	.488	.446	.540	.515	.411	.439	.389	.352	.424	.537	.472	-.316	.459	-.366	.431	
AA1	.778	.765	.766	-.612	-.640	.750	.716	.622	-.401	-.481	.604	-.220	.582	.508	.381	.740	.796	-.024	-.334	-.171	.669	.801	.730	.741
AA2	.717	.676	.747	-.557	-.549	.659	.673	.548	-.344	-.417	.533	-.205	.595	.470	.432	.663	.705	.031	-.226	-.046	.617	.691	.676	.700
AA3	-.536	-.489	-.513	.659	.695	-.453	-.489	-.424	.504	.549	-.354	.357	-.370	-.298	-.186	-.470	-.552	.105	.377	.284	-.490	-.598	-.487	-.522
AA4	.610	.538	.601	-.489	-.477	.539	.554	.492	-.278	-.316	.455	-.126	.539	.472	.361	.576	.594	.035	-.214	-.069	.536	.580	.589	.523
AA5	-.358	-.354	-.317	.501	.507	-.314	-.301	-.291	.410	.422	-.251	.360	-.203	-.241	-.049	-.331	-.339	.140	.346	.313	-.253	-.409	-.329	-.270
AA6	.770	.693	.759	-.638	-.642	.697	.711	.560	-.434	-.489	.538	-.245	.577	.453	.362	.712	.753	-.046	-.340	-.178	.670	.769	.707	.731
AA7	-.349	-.339	-.310	.461	.474	-.301	-.318	-.334	.400	.375	-.202	.401	-.165	-.232	-.006	-.322	-.310	.202	.305	.289	-.288	-.352	-.245	-.228
AA8	.527	.489	.613	-.359	-.335	.510	.540	.425	-.187	-.249	.434	-.145	.512	.349	.335	.485	.553	.146	-.142	-.025	.595	.505	.560	.540
HE1	.733	.705	.744	-.591	-.621	.705	.700	.630	-.390	-.500	.591	-.253	.602	.472	.364	.691	.742	-.035	-.324	-.139	.687	.757	.723	.774

Final Correlation Matrix – Unadjusted (Continued)

HE2	.715	.699	.744	-.529	-.527	.676	.685	.615	-.337	-.402	.587	-.166	.627	.534	.417	.711	.738	.039	-.266	-.090	.686	.704	.719	.727
HE3	.687	.652	.727	-.506	-.516	.688	.665	.628	-.329	-.420	.581	-.224	.659	.440	.379	.659	.694	-.036	-.250	-.103	.688	.750	.724	.772
HE4	.762	.742	.755	-.520	-.553	.726	.701	.665	-.316	-.410	.626	-.194	.610	.512	.377	.724	.795	.004	-.268	-.072	.712	.778	.768	.757
HE5	.744	.727	.758	-.584	-.596	.689	.716	.638	-.415	-.492	.553	-.238	.601	.529	.426	.728	.735	-.049	-.313	-.162	.653	.753	.707	.726
HE6	.626	.589	.618	-.497	-.500	.579	.561	.515	-.343	-.411	.464	-.251	.517	.418	.313	.597	.632	-.014	-.256	-.083	.632	.652	.649	.658
HE7	.655	.588	.669	-.450	-.458	.585	.610	.543	-.312	-.387	.512	-.127	.622	.488	.417	.611	.637	-.019	-.227	-.127	.573	.656	.640	.666
HE8	.617	.596	.692	-.463	-.440	.578	.625	.561	-.288	-.365	.524	-.179	.585	.465	.431	.653	.647	-.047	-.250	-.063	.611	.664	.639	.690
HE9	.629	.591	.651	-.429	-.482	.603	.636	.575	-.325	-.394	.508	-.141	.585	.510	.399	.588	.614	-.044	-.231	-.071	.553	.594	.670	.735
HE10	.656	.596	.728	-.443	-.427	.588	.688	.545	-.260	-.365	.488	-.137	.666	.497	.474	.651	.664	.084	-.134	-.011	.606	.688	.687	.695
HE11	.744	.733	.732	-.594	-.615	.735	.682	.634	-.397	-.458	.587	-.239	.556	.487	.352	.728	.776	-.049	-.290	-.105	.663	.832	.749	.753
UV1	.649	.590	.660	-.501	-.522	.577	.637	.546	-.290	-.345	.467	-.236	.514	.375	.316	.616	.653	-.003	-.198	-.076	.711	.708	.650	.662
UV2	-.390	-.389	-.372	.468	.560	-.354	-.378	-.292	.395	.442	-.259	.333	-.274	-.214	-.129	-.339	-.405	.161	.296	.211	-.310	-.471	-.379	-.348
UV3	.665	.627	.664	-.488	-.505	.602	.633	.572	-.332	-.374	.515	-.142	.610	.430	.347	.626	.658	-.046	-.209	-.038	.654	.677	.689	.709
UV4	-.588	-.568	-.520	.583	.609	-.506	-.496	-.431	.453	.441	-.386	.367	-.379	-.313	-.179	-.509	-.553	.225	.331	.244	-.410	-.592	-.454	-.444

Exhilarated	.754	.733	.855	-.435	-.418	.708	.759	.646	-.273	-.349	.590	-.179	.693	.490	.506	.748	.777	.137	-.134	-.022	.689	.657	.625	.644
Happy	1	.880	.873	-.640	-.670	.838	.790	.713	-.441	-.514	.659	-.217	.615	.625	.412	.867	.854	-.002	-.325	-.171	.644	.725	.727	.703
Contented	.880	1	.839	-.544	-.602	.868	.784	.792	-.416	-.475	.712	-.208	.609	.644	.447	.850	.871	-.016	-.279	-.103	.603	.670	.692	.673
Excited	.873	.839	1	-.580	-.577	.785	.855	.686	-.356	-.429	.633	-.161	.704	.604	.526	.854	.871	.103	-.235	-.068	.657	.718	.683	.708
Bored	-.640	-.544	-.580	1	.889	-.519	-.539	-.431	.705	.754	-.359	.505	-.291	-.300	-.088	-.562	-.583	.218	.533	.486	-.462	-.605	-.507	-.514
Unsatisfied	-.670	-.602	-.577	.889	1	-.576	-.526	-.495	.702	.756	-.422	.473	-.276	-.361	-.109	-.576	-.599	.278	.542	.452	-.496	-.601	-.541	-.551
Relaxed	.838	.868	.785	-.519	-.576	1	.710	.825	-.352	-.434	.818	-.143	.637	.650	.385	.827	.855	-.055	-.311	-.164	.648	.679	.743	.681
Stimulated	.790	.784	.855	-.539	-.526	.710	1	.645	-.365	-.455	.543	-.170	.619	.570	.490	.792	.810	.057	-.209	-.077	.573	.660	.619	.653
Serene	.713	.792	.686	-.431	-.495	.825	.645	1	-.289	-.366	.811	-.140	.597	.576	.385	.722	.763	-.168	-.230	-.094	.649	.592	.679	.646
Dreary	-.441	-.416	-.356	.705	.702	-.352	-.365	-.289	1	.791	-.197	.573	-.089	-.169	.035	-.362	-.386	.360	.568	.487	-.234	-.336	-.299	-.290
Dull	-.514	-.475	-.429	.754	.756	-.434	-.455	-.366	.791	1	-.295	.577	-.193	-.223	-.029	-.448	-.495	.239	.560	.519	-.321	-.419	-.365	-.397
Calm	.659	.712	.633	-.359	-.422	.818	.543	.811	-.197	-.295	1	.015	.587	.622	.328	.666	.721	-.120	-.263	-.097	.590	.545	.648	.600
Monotonous	-.217	-.208	-.161	.505	.473	-.143	-.170	-.140	.573	.577	.015	1	.060	.086	.218	-.172	-.194	.378	.376	.384	-.202	-.230	-.178	-.160
Influential	.615	.609	.704	-.291	-.276	.637	.619	.597	-.089	-.193	.587	.060	1	.531	.582	.615	.638	.148	-.092	.042	.525	.517	.558	.570
In Control	.625	.644	.604	-.300	-.361	.650	.570	.576	-.169	-.223	.622	.086	.531	1	.528	.669	.648	.083	-.168	-.032	.429	.462	.546	.492
Dominant	.412	.447	.526	-.088	-.109	.385	.490	.385	.035	-.029	.328	.218	.582	.528	1	.477	.443	.326	.075	.180	.343	.328	.379	.425
Interested	.867	.850	.854	-.562	-.576	.827	.792	.722	-.362	-.448	.666	-.172	.615	.669	.477	1	.888	.035	-.268	-.108	.642	.732	.709	.675
Pleased	.854	.871	.871	-.583	-.599	.855	.810	.763	-.386	-.495	.721	-.194	.638	.648	.443	.888	1	.041	-.300	-.130	.671	.742	.724	.698
Anxious	-.002	-.016	.103	.218	.278	-.055	.057	-.168	.360	.239	-.120	.378	.148	.083	.326	.035	.041	1	.360	.347	-.015	-.014	.025	-.019
Embarrassed	-.325	-.279	-.235	.533	.542	-.311	-.209	-.230	.568	.560	-.263	.376	-.092	-.168	.075	-.268	-.300	.360	1	.781	-.239	-.263	-.248	-.218
Guilty	-.171	-.103	-.068	.486	.452	-.164	-.077	-.094	.487	.519	-.097	.384	.042	-.032	.180	-.108	-.130	.347	.781	1	-.065	-.182	-.086	-.053

Final Correlation Matrix – Unadjusted (Continued)

E1	.644	.603	.657	-.462	-.496	.648	.573	.649	-.234	-.321	.590	-.202	.525	.429	.343	.642	.671	-.015	-.239	-.065	1	.727	.750	.762
E2	.725	.670	.718	-.605	-.601	.679	.660	.592	-.336	-.419	.545	-.230	.517	.462	.328	.732	.742	-.014	-.263	-.182	.727	1	.801	.754
E3	.727	.692	.683	-.507	-.541	.743	.619	.679	-.299	-.365	.648	-.178	.558	.546	.379	.709	.724	.025	-.248	-.086	.750	.801	1	.815
E4	.703	.673	.708	-.514	-.551	.681	.653	.646	-.290	-.397	.600	-.160	.570	.492	.425	.675	.698	-.019	-.218	-.053	.762	.754	.815	1
E5	.561	.510	.499	-.386	-.407	.567	.452	.535	-.216	-.295	.476	-.179	.355	.412	.203	.533	.572	.040	-.201	-.091	.686	.605	.663	.589
ACS1	.201	.272	.193	-.194	-.180	.241	.274	.250	-.200	-.255	.223	-.077	.191	.257	.146	.212	.227	-.046	-.114	-.185	.143	.276	.243	.152
ACS2	.178	.196	.202	-.116	-.159	.179	.152	.166	-.065	-.066	.216	.049	.154	.315	.202	.200	.162	-.002	-.037	-.036	.169	.147	.191	.158
ACS3	-.151	-.154	-.126	.246	.301	-.095	-.173	-.171	.272	.264	-.092	.260	-.025	-.053	-.090	-.127	-.100	.251	.159	.131	-.147	-.138	-.136	-.160
F1	.765	.735	.772	-.567	-.572	.743	.705	.689	-.331	-.446	.604	-.206	.627	.547	.445	.768	.775	.043	-.205	-.043	.687	.766	.763	.759
F2	.612	.559	.616	-.458	-.418	.593	.571	.506	-.333	-.411	.470	-.157	.550	.411	.333	.599	.578	.030	-.181	-.095	.572	.644	.634	.620
F3	.694	.682	.706	-.554	-.559	.653	.644	.624	-.388	-.469	.517	-.242	.594	.522	.406	.733	.705	.050	-.203	-.045	.646	.728	.729	.705
F4	.682	.646	.682	-.525	-.481	.628	.633	.595	-.307	-.428	.500	-.222	.574	.509	.370	.688	.668	-.001	-.199	-.057	.634	.689	.675	.719
F5	.733	.707	.728	-.576	-.562	.701	.672	.626	-.382	-.464	.540	-.229	.579	.473	.392	.737	.722	.001	-.230	-.072	.645	.746	.731	.708
F6	.705	.666	.732	-.585	-.553	.646	.660	.561	-.396	-.440	.474	-.196	.565	.513	.446	.696	.687	.044	-.253	-.079	.607	.710	.676	.704
AE1	.622	.650	.657	-.405	-.407	.672	.582	.646	-.236	-.326	.608	-.082	.602	.516	.401	.662	.631	.019	-.194	-.032	.607	.574	.629	.630
AE2	.641	.648	.668	-.364	-.371	.656	.589	.642	-.190	-.283	.581	-.067	.609	.488	.419	.661	.651	.044	-.163	-.002	.596	.593	.633	.644
AE3	.692	.637	.687	-.426	-.418	.669	.596	.609	-.258	-.327	.559	-.123	.600	.460	.442	.667	.631	.006	-.247	-.114	.627	.611	.640	.631
EE1	.327	.405	.324	-.300	-.360	.396	.376	.379	-.379	-.410	.377	-.161	.220	.274	.163	.354	.406	-.155	-.247	-.157	.308	.408	.334	.304
EE2	.186	.242	.203	-.140	-.164	.209	.222	.250	-.213	-.233	.221	-.089	.193	.229	.177	.227	.221	-.153	-.132	-.102	.198	.254	.207	.185
EE3	.124	.165	.184	-.090	-.106	.112	.281	.114	-.095	-.138	.110	-.025	.167	.191	.176	.154	.187	.021	-.029	.035	.186	.188	.095	.143
EE4	.350	.394	.362	-.229	-.218	.372	.364	.318	-.245	-.270	.364	-.085	.279	.325	.222	.381	.409	-.019	-.204	-.103	.381	.345	.334	.333
EE5	.503	.538	.521	-.446	-.464	.578	.457	.482	-.331	-.361	.490	-.157	.376	.424	.256	.491	.565	-.068	-.294	-.214	.429	.555	.485	.416

AA1	.577	.206	.162	-.139	.783	.616	.704	.684	.767	.729	.600	.607	.623	.397	.225	.203	.369	.576
AA2	.478	.223	.178	-.153	.795	.639	.695	.727	.769	.750	.628	.660	.660	.281	.111	.107	.308	.455
AA3	-.370	-.125	-.109	.221	-.572	-.414	-.553	-.486	-.510	-.488	-.378	-.380	-.327	-.335	-.220	-.134	-.175	-.439
AA4	.418	.180	.269	-.165	.611	.545	.551	.584	.583	.581	.491	.503	.506	.286	.203	.153	.263	.418
AA5	-.247	-.137	-.106	.211	-.420	-.309	-.422	-.320	-.397	-.370	-.277	-.244	-.195	-.299	-.193	-.038	-.120	-.307
AA6	.524	.150	.170	-.157	.777	.634	.703	.693	.767	.695	.578	.610	.627	.324	.144	.133	.313	.477
AA7	-.207	-.157	-.037	.192	-.317	-.195	-.347	-.292	-.314	-.285	-.222	-.170	-.197	-.221	-.208	-.134	-.180	-.230
AA8	.491	.173	.135	-.058	.566	.501	.545	.555	.561	.588	.525	.581	.555	.130	-.001	.074	.302	.374
HE1	.509	.210	.198	-.156	.820	.668	.709	.709	.767	.762	.653	.670	.640	.340	.187	.160	.344	.520
HE2	.556	.234	.208	-.139	.770	.621	.692	.694	.741	.745	.641	.673	.654	.279	.163	.139	.345	.488
HE3	.512	.220	.099	-.139	.775	.632	.734	.724	.752	.730	.681	.690	.681	.350	.212	.171	.308	.446
HE4	.545	.265	.179	-.132	.798	.615	.716	.711	.762	.721	.677	.683	.667	.359	.212	.173	.371	.540
HE5	.523	.275	.208	-.176	.797	.656	.743	.731	.786	.768	.688	.699	.683	.305	.187	.171	.344	.515
HE6	.555	.192	.176	-.103	.702	.583	.679	.658	.699	.692	.559	.586	.570	.283	.134	.145	.343	.411
HE7	.480	.224	.204	-.143	.645	.545	.591	.589	.590	.599	.502	.550	.577	.284	.235	.186	.320	.439
HE8	.458	.229	.205	-.185	.689	.562	.677	.651	.650	.671	.598	.627	.599	.297	.182	.150	.285	.389
HE9	.465	.217	.165	-.170	.670	.575	.627	.666	.647	.635	.561	.588	.591	.299	.175	.142	.221	.352

Final Correlation Matrix – Unadjusted (Continued)

HE10	.503	.235	.185	-.151	.752	.662	.734	.701	.708	.699	.655	.680	.640	.313	.199	.145	.289	.424
HE11	.542	.225	.181	-.161	.817	.621	.751	.714	.792	.752	.637	.654	.630	.340	.183	.134	.312	.537
UV1	.571	.139	.190	-.065	.718	.563	.642	.612	.686	.664	.568	.592	.572	.273	.158	.191	.392	.472
UV2	-.281	-.119	-.076	.249	-.368	-.320	-.386	-.327	-.362	-.313	-.259	-.236	-.245	-.307	-.170	-.155	-.140	-.316
UV3	.520	.125	.190	-.151	.694	.575	.662	.660	.699	.662	.549	.556	.570	.297	.204	.162	.308	.459
UV4	-.304	-.107	-.051	.254	-.494	-.366	-.500	-.423	-.502	-.457	-.347	-.350	-.340	-.322	-.143	-.096	-.191	-.366
Exhilarated	.532	.221	.112	-.143	.734	.604	.653	.622	.676	.683	.617	.649	.656	.310	.187	.231	.410	.431
Happy	.561	.201	.178	-.151	.765	.612	.694	.682	.733	.705	.622	.641	.692	.327	.186	.124	.350	.503
Contented	.510	.272	.196	-.154	.735	.559	.682	.646	.707	.666	.650	.648	.637	.405	.242	.165	.394	.538
Excited	.499	.193	.202	-.126	.772	.616	.706	.682	.728	.732	.657	.668	.687	.324	.203	.184	.362	.521
Bored	-.386	-.194	-.116	.246	-.567	-.458	-.554	-.525	-.576	-.585	-.405	-.364	-.426	-.300	-.140	-.090	-.229	-.446
Unsatisfied	-.407	-.180	-.159	.301	-.572	-.418	-.559	-.481	-.562	-.553	-.407	-.371	-.418	-.360	-.164	-.106	-.218	-.464
Relaxed	.567	.241	.179	-.095	.743	.593	.653	.628	.701	.646	.672	.656	.669	.396	.209	.112	.372	.578
Stimulated	.452	.274	.152	-.173	.705	.571	.644	.633	.672	.660	.582	.589	.596	.376	.222	.281	.364	.457
Serene	.535	.250	.166	-.171	.689	.506	.624	.595	.626	.561	.646	.642	.609	.379	.250	.114	.318	.482
Dreary	-.216	-.200	-.065	.272	-.331	-.333	-.388	-.307	-.382	-.396	-.236	-.190	-.258	-.379	-.213	-.095	-.245	-.331
Dull	-.295	-.255	-.066	.264	-.446	-.411	-.469	-.428	-.464	-.440	-.326	-.283	-.327	-.410	-.233	-.138	-.270	-.361
Calm	.476	.223	.216	-.092	.604	.470	.517	.500	.540	.474	.608	.581	.559	.377	.221	.110	.364	.490
Monotonous	-.179	-.077	.049	.260	-.206	-.157	-.242	-.222	-.229	-.196	-.082	-.067	-.123	-.161	-.089	-.025	-.085	-.157
Influential	.355	.191	.154	-.025	.627	.550	.594	.574	.579	.565	.602	.609	.600	.220	.193	.167	.279	.376
In Control	.412	.257	.315	-.053	.547	.411	.522	.509	.473	.513	.516	.488	.460	.274	.229	.191	.325	.424
Dominant	.203	.146	.202	-.090	.445	.333	.406	.370	.392	.446	.401	.419	.442	.163	.177	.176	.222	.256
Interested	.533	.212	.200	-.127	.768	.599	.733	.688	.737	.696	.662	.661	.667	.354	.227	.154	.381	.491
Pleased	.572	.227	.162	-.100	.775	.578	.705	.668	.722	.687	.631	.651	.631	.406	.221	.187	.409	.565
Anxious	.040	-.046	-.002	.251	.043	.030	.050	-.001	.001	.044	.019	.044	.006	-.155	-.153	.021	-.019	-.068
Embarrassed	-.201	-.114	-.037	.159	-.205	-.181	-.203	-.199	-.230	-.253	-.194	-.163	-.247	-.247	-.132	-.029	-.204	-.294
Guilty	-.091	-.185	-.036	.131	-.043	-.095	-.045	-.057	-.072	-.079	-.032	-.002	-.114	-.157	-.102	.035	-.103	-.214

Final Correlation Matrix – Unadjusted (Continued)

E1	.686	.143	.169	-.147	.687	.572	.646	.634	.645	.607	.607	.596	.627	.308	.198	.186	.381	.429
E2	.605	.276	.147	-.138	.766	.644	.728	.689	.746	.710	.574	.593	.611	.408	.254	.188	.345	.555
E3	.663	.243	.191	-.136	.763	.634	.729	.675	.731	.676	.629	.633	.640	.334	.207	.095	.334	.485
E4	.589	.152	.158	-.160	.759	.620	.705	.719	.708	.704	.630	.644	.631	.304	.185	.143	.333	.416
E5	1	.223	.181	-.087	.551	.462	.569	.486	.558	.493	.451	.487	.459	.303	.159	.116	.334	.409
ACS1	.223	1	.295	-.114	.238	.230	.216	.230	.278	.220	.233	.225	.235	.292	.222	.168	.321	.261
ACS2	.181	.295	1	.001	.192	.148	.189	.157	.153	.162	.205	.191	.208	.154	.169	.027	.174	.198
ACS3	-.087	-.114	.001	1	-.155	-.103	-.174	-.159	-.161	-.168	-.114	-.103	-.059	-.201	-.115	-.063	-.054	-.036
F1	.551	.238	.192	-.155	1	.746	.856	.793	.886	.826	.707	.755	.723	.372	.221	.119	.349	.512
F2	.462	.230	.148	-.103	.746	1	.713	.756	.758	.711	.635	.647	.675	.361	.247	.144	.340	.508
F3	.569	.216	.189	-.174	.856	.713	1	.774	.866	.778	.723	.711	.687	.394	.253	.129	.292	.477
F4	.486	.230	.157	-.159	.793	.756	.774	1	.825	.757	.703	.723	.689	.302	.180	.166	.308	.466
F5	.558	.278	.153	-.161	.886	.758	.866	.825	1	.824	.729	.739	.725	.337	.184	.097	.310	.516
F6	.493	.220	.162	-.168	.826	.711	.778	.757	.824	1	.654	.675	.689	.322	.185	.165	.341	.530
AE1	.451	.233	.205	-.114	.707	.635	.723	.703	.729	.654	1	.894	.780	.269	.126	.061	.327	.421
AE2	.487	.225	.191	-.103	.755	.647	.711	.723	.739	.675	.894	1	.813	.217	.041	.015	.254	.385
AE3	.459	.235	.208	-.059	.723	.675	.687	.689	.725	.689	.780	.813	1	.242	.108	.050	.304	.437
EE1	.303	.292	.154	-.201	.372	.361	.394	.302	.337	.322	.269	.217	.242	1	.778	.514	.579	.521
EE2	.159	.222	.169	-.115	.221	.247	.253	.180	.184	.185	.126	.041	.108	.778	1	.591	.547	.364
EE3	.116	.168	.027	-.063	.119	.144	.129	.166	.097	.165	.061	.015	.050	.514	.591	1	.574	.291
EE4	.334	.321	.174	-.054	.349	.340	.292	.308	.310	.341	.327	.254	.304	.579	.547	.574	1	.514
EE5	.409	.261	.198	-.036	.512	.508	.477	.466	.516	.530	.421	.385	.437	.521	.364	.291	.514	1

Final Correlation Matrix – Adjusted Formula: (Radjusted = (Robserved-Rmarker)/1-Rmarker)

AA1	1	.796	-.623	.574	-.367	.866	-.312	.514	.827	.779	.728	.791	.805	.635	.651	.631	.637	.661	.837	.701	-.478	.730	-.582	.638
AA2	.796	1	-.517	.632	-.362	.782	-.313	.592	.783	.772	.734	.735	.781	.664	.655	.686	.652	.701	.720	.663	-.373	.662	-.466	.638
AA3	-.623	-.517	1	-.411	.533	-.621	.424	-.343	-.639	-.539	-.589	-.559	-.585	-.497	-.493	-.457	-.433	-.500	-.643	-.526	.539	-.515	.541	-.410
AA4	.574	.632	-.411	1	-.284	.572	-.340	.397	.569	.639	.552	.555	.631	.533	.529	.499	.517	.556	.528	.523	-.395	.548	-.427	.444
AA5	-.367	-.362	.533	-.284	1	-.357	.385	-.180	-.394	-.320	-.366	-.304	-.427	-.301	-.242	-.296	-.279	-.310	-.386	-.303	.328	-.220	.380	-.238
AA6	.866	.782	-.621	.572	-.357	1	-.286	.562	.793	.730	.724	.767	.758	.659	.630	.617	.617	.649	.818	.704	-.441	.727	-.591	.641
AA7	-.312	-.313	.424	-.340	.385	-.286	1	-.127	-.291	-.322	-.353	-.265	-.364	-.351	-.274	-.303	-.229	-.238	-.357	-.339	.293	-.221	.347	-.264
AA8	.514	.592	-.343	.397	-.180	.562	-.127	1	.546	.590	.553	.566	.543	.567	.511	.496	.486	.575	.500	.535	-.251	.458	-.314	.592
HE1	.827	.783	-.639	.569	-.394	.793	-.291	.546	1	.816	.816	.842	.832	.707	.683	.690	.695	.705	.842	.733	-.413	.738	-.533	.647
HE2	.779	.772	-.539	.639	-.320	.730	-.322	.590	.816	1	.786	.785	.803	.698	.690	.744	.653	.698	.766	.685	-.377	.728	-.485	.656
HE3	.728	.734	-.589	.552	-.366	.724	-.353	.553	.816	.786	1	.795	.773	.711	.707	.735	.692	.746	.774	.671	-.393	.694	-.506	.661
HE4	.791	.735	-.559	.555	-.304	.767	-.265	.566	.842	.785	.795	1	.797	.679	.674	.666	.666	.702	.832	.724	-.364	.765	-.504	.652
HE5	.805	.781	-.585	.631	-.427	.758	-.364	.543	.832	.803	.773	.797	1	.679	.695	.716	.696	.729	.801	.718	-.414	.724	-.534	.634
HE6	.635	.664	-.497	.533	-.301	.659	-.351	.567	.707	.698	.711	.679	.679	1	.563	.612	.558	.634	.707	.665	-.329	.611	-.404	.601
HE7	.651	.655	-.493	.529	-.242	.630	-.274	.511	.683	.690	.707	.674	.695	.563	1	.677	.636	.687	.624	.616	-.320	.667	-.403	.557
HE8	.631	.686	-.457	.499	-.296	.617	-.303	.496	.690	.744	.735	.666	.716	.612	.677	1	.579	.713	.685	.588	-.307	.592	-.394	.577
HE9	.637	.652	-.433	.517	-.279	.617	-.229	.486	.695	.653	.692	.666	.696	.558	.636	.579	1	.680	.632	.554	-.358	.635	-.371	.548
HE10	.661	.701	-.500	.556	-.310	.649	-.238	.575	.705	.698	.746	.702	.729	.634	.687	.713	.680	1	.664	.600	-.358	.598	-.429	.663
HE11	.837	.720	-.643	.528	-.386	.818	-.357	.500	.842	.766	.774	.832	.801	.707	.624	.685	.632	.664	1	.726	-.479	.711	-.582	.616
UV1	.701	.663	-.526	.523	-.303	.704	-.339	.535	.733	.685	.671	.724	.718	.665	.616	.588	.554	.600	.726	1	-.350	.679	-.470	.606
UV2	-.478	-.373	.539	-.395	.328	-.441	.293	-.251	-.413	-.377	-.393	-.364	-.414	-.329	-.320	-.307	-.358	-.358	-.479	-.350	1	-.342	.601	-.255
UV3	.730	.662	-.515	.548	-.220	.727	-.221	.458	.738	.728	.694	.765	.724	.611	.667	.592	.635	.598	.711	.679	-.342	1	-.493	.536
UV4	-.582	-.466	.541	-.427	.380	-.591	.347	-.314	-.533	-.485	-.506	-.504	-.534	-.404	-.403	-.394	-.371	-.429	-.582	-.470	.601	-.493	1	-.410

Exhilarated	.638	.638	-.410	.444	-.238	.641	-.264	.592	.647	.656	.661	.652	.634	.601	.557	.577	.548	.663	.616	.606	-.255	.536	-.410	1
Happy	.742	.671	-.536	.547	-.358	.732	-.349	.450	.690	.669	.637	.724	.703	.565	.599	.555	.568	.600	.702	.592	-.390	.610	-.588	.714
Contented	.727	.624	-.489	.462	-.354	.643	-.339	.406	.657	.650	.595	.700	.682	.522	.521	.530	.524	.530	.689	.524	-.389	.566	-.568	.690
Excited	.727	.706	-.513	.536	-.317	.720	-.310	.550	.702	.702	.682	.715	.718	.556	.616	.641	.595	.684	.689	.605	-.372	.609	-.520	.831
Bored	-.612	-.557	.603	-.489	.419	-.638	.373	-.359	-.591	-.529	-.506	-.520	-.584	-.497	-.450	-.463	-.429	-.443	-.594	-.501	.381	-.488	.515	-.435
Unsatisfied	-.640	-.549	.646	-.477	.427	-.642	.389	-.335	-.621	-.527	-.516	-.553	-.596	-.500	-.458	-.440	-.482	-.427	-.615	-.522	.489	-.505	.545	-.418
Relaxed	.710	.603	-.453	.465	-.314	.647	-.301	.430	.657	.624	.637	.681	.639	.511	.517	.510	.539	.521	.692	.509	-.354	.537	-.506	.661
Stimulated	.669	.620	-.489	.482	-.301	.664	-.318	.465	.651	.633	.611	.653	.670	.489	.546	.564	.577	.637	.630	.578	-.378	.573	-.496	.720
Serene	.560	.475	-.424	.410	-.291	.488	-.334	.332	.570	.552	.568	.610	.579	.436	.468	.489	.506	.471	.574	.472	-.292	.503	-.431	.589
Dreary	-.401	-.344	.423	-.278	.314	-.434	.302	-.187	-.390	-.337	-.329	-.316	-.415	-.343	-.312	-.288	-.325	-.260	-.397	-.290	.296	-.332	.364	-.273
Dull	-.481	-.417	.476	-.316	.328	-.489	.273	-.249	-.500	-.402	-.420	-.410	-.492	-.411	-.387	-.365	-.394	-.365	-.458	-.345	.351	-.374	.349	-.349
Calm	.540	.457	-.354	.366	-.251	.462	-.202	.342	.525	.520	.512	.565	.480	.377	.433	.446	.428	.405	.519	.380	-.259	.436	-.386	.523
Monotonous	-.220	-.205	.252	-.126	.256	-.245	.303	-.145	-.253	-.166	-.224	-.194	-.238	-.251	-.127	-.179	-.141	-.137	-.239	-.236	.225	-.142	.264	-.179
Influential	.514	.529	-.370	.464	-.203	.508	-.165	.432	.537	.567	.604	.546	.537	.438	.561	.517	.517	.612	.484	.434	-.274	.546	-.379	.643
In Control	.428	.384	-.298	.386	-.241	.363	-.232	.243	.386	.458	.348	.432	.452	.324	.405	.378	.430	.416	.403	.273	-.214	.338	-.313	.407
Dominant	.281	.340	-.186	.256	-.049	.258	-.006	.227	.261	.323	.278	.276	.333	.202	.322	.339	.302	.388	.246	.205	-.129	.241	-.179	.425
Interested	.698	.608	-.470	.507	-.331	.666	-.322	.401	.641	.664	.604	.679	.684	.531	.548	.597	.521	.594	.684	.554	-.339	.565	-.509	.707

Final Correlation Matrix – Adjusted Formula (Continued)

Pleased		.763	.657	-.552	.527	-.339	.713	-.310	.480	.700	.695	.644	.762	.692	.572	.578	.590	.551	.610	.739	.597	-.405	.602	-.553	.741
Anxious		-.024	.031	.105	.035	.140	-.046	.072	.007	-.035	.039	-.036	.004	-.049	-.014	-.019	-.047	-.044	.084	-.049	-.003	.024	-.046	.099	.137
Embarrassed		-.334	-.226	.276	-.214	.239	-.340	.192	-.142	-.324	-.266	-.250	-.268	-.313	-.256	-.227	-.250	-.231	-.134	-.290	-.198	.182	-.209	.222	-.134
Guilty		-.171	-.046	.167	-.069	.201	-.178	.174	-.025	-.139	-.090	-.103	-.072	-.162	-.083	-.127	-.063	-.071	-.011	-.105	-.076	.083	-.038	.121	-.022
E1	.615	.555	-.490	.461	-.253	.616	-.288	.529	.636	.635	.637	.665	.596	.572	.503	.548	.481	.542	.609	.663	-.310	.597	-.410	.639	
E2	.769	.640	-.598	.512	-.409	.732	-.352	.425	.717	.656	.709	.741	.713	.596	.600	.609	.528	.637	.805	.660	-.471	.625	-.592	.601	
E3	.686	.623	-.487	.522	-.329	.660	-.245	.488	.677	.674	.680	.730	.659	.592	.582	.580	.616	.636	.708	.594	-.379	.639	-.454	.563	
E4	.699	.651	-.522	.445	-.270	.687	-.228	.466	.737	.682	.734	.717	.682	.602	.612	.640	.692	.646	.712	.607	-.348	.662	-.444	.586	
E5	.508	.393	-.370	.323	-.247	.447	-.207	.409	.429	.484	.432	.471	.446	.483	.395	.370	.378	.422	.468	.501	-.281	.442	-.304	.456	
ACS1	.077	.096	-.125	.046	-.137	.011	-.157	.038	.081	.109	.093	.145	.157	.061	.098	.104	.090	.110	.099	.139	-.119	.125	-.107	.095	
ACS2	.026	.044	-.109	.151	-.106	.034	-.037	.135	.068	.080	.099	.045	.079	.042	.074	.076	.029	.053	.048	.058	-.076	.058	-.051	.112	
ACS3	-.139	-.153	.094	-.165	.083	-.157	.060	-.058	-.156	-.139	-.139	-.132	-.176	-.103	-.143	-.185	-.170	-.151	-.161	-.065	.127	-.151	.133	-.143	
F1	.748	.762	-.572	.548	-.420	.741	-.317	.496	.791	.732	.739	.765	.764	.654	.587	.639	.616	.711	.787	.672	-.368	.644	-.494	.690	
F2	.553	.580	-.414	.471	-.309	.574	-.195	.420	.614	.559	.572	.553	.600	.516	.471	.490	.506	.607	.559	.492	-.320	.505	-.366	.540	
F3	.656	.646	-.553	.478	-.422	.654	-.347	.471	.662	.642	.691	.670	.701	.626	.525	.624	.566	.691	.711	.583	-.386	.607	-.500	.597	
F4	.633	.683	-.486	.516	-.320	.644	-.292	.483	.662	.644	.679	.663	.687	.603	.522	.594	.612	.652	.668	.549	-.327	.604	-.423	.561	
F5	.729	.731	-.510	.515	-.397	.729	-.314	.489	.729	.699	.711	.723	.752	.650	.523	.593	.590	.661	.759	.635	-.362	.649	-.502	.623	
F6	.685	.709	-.488	.513	-.370	.645	-.285	.521	.723	.704	.687	.676	.730	.642	.534	.618	.576	.650	.712	.609	-.313	.607	-.457	.632	
AE1	.535	.568	-.378	.408	-.277	.510	-.222	.448	.596	.582	.629	.625	.637	.487	.421	.532	.489	.599	.577	.497	-.259	.475	-.347	.555	
AE2	.543	.605	-.380	.422	-.244	.547	-.170	.512	.616	.620	.640	.631	.650	.518	.476	.566	.520	.628	.598	.525	-.236	.484	-.350	.592	
AE3	.562	.604	-.327	.426	-.195	.566	-.197	.483	.581	.598	.629	.613	.632	.500	.509	.534	.525	.581	.570	.503	-.245	.500	-.340	.600	
EE1	.298	.163	-.335	.169	-.299	.214	-.221	.130	.233	.162	.245	.255	.192	.166	.167	.183	.185	.201	.233	.154	-.307	.183	-.322	.198	
EE2	.098	.111	-.220	.073	-.193	.005	-.208	-.001	.055	.026	.084	.084	.055	.134	.110	.049	.040	.069	.050	.021	-.170	.074	-.143	.055	
EE3	.073	.107	-.134	.015	-.038	.133	-.134	.074	.024	.139	.036	.038	.036	.006	.053	.012	.003	.006	.134	.060	-.155	.025	-.096	.105	
EE4	.266	.195	-.175	.143	-.120	.201	-.180	.189	.237	.238	.195	.269	.237	.236	.210	.169	.094	.173	.200	.293	-.140	.195	-.191	.314	
EE5	.507	.367	-.439	.324	-.307	.392	-.230	.272	.442	.405	.356	.465	.436	.315	.348	.289	.247	.330	.462	.387	-.316	.371	-.366	.338	
AA1	.742	.727	.727	-.612	-.640	.710	.669	.560	-.401	-.481	.540	-.220	.514	.428	.281	.698	.763	-.024	-.334	-.171	.615	.769	.686	.699	
AA2	.671	.624	.706	-.557	-.549	.603	.620	.475	-.344	-.417	.457	-.205	.529	.384	.340	.608	.657	.031	-.226	-.046	.555	.640	.623	.651	
AA3	-.536	-.489	-.513	.603	.646	-.453	-.489	-.424	.423	.476	-.354	.252	-.370	-.298	-.186	-.470	-.552	.105	.276	.167	-.490	-.598	-.487	-.522	
AA4	.547	.462	.536	-.489	-.477	.465	.482	.410	-.278	-.316	.366	-.126	.464	.386	.256	.507	.527	.035	-.214	-.069	.461	.512	.522	.445	
AA5	-.358	-.354	-.317	.419	.427	-.314	-.301	-.291	.314	.328	-.251	.256	-.203	-.241	-.049	-.331	-.339	.140	.239	.201	-.253	-.409	-.329	-.270	
AA6	.732	.643	.720	-.638	-.642	.647	.664	.488	-.434	-.489	.462	-.245	.508	.363	.258	.666	.713	-.046	-.340	-.178	.616	.732	.660	.687	
AA7	-.349	-.339	-.310	.373	.389	-.301	-.318	-.334	.302	.273	-.202	.303	-.165	-.232	-.006	-.322	-.310	.072	.192	.174	-.288	-.352	-.245	-.228	
AA8	.450	.406	.550	-.359	-.335	.430	.465	.332	-.187	-.249	.342	-.145	.432	.243	.227	.401	.480	.007	-.142	-.025	.529	.425	.488	.466	
HE1	.690	.657	.702	-.591	-.621	.657	.651	.570	-.390	-.500	.525	-.253	.537	.386	.261	.641	.700	-.035	-.324	-.139	.636	.717	.677	.737	
HE2	.669	.650	.702	-.529	-.527	.624	.633	.552	-.337	-.402	.520	-.166	.567	.458	.323	.664	.695	.039	-.266	-.090	.635	.656	.674	.682	
HE3	.637	.595	.682	-.506	-.516	.637	.611	.568	-.329	-.420	.512	-.224	.604	.348	.278	.604	.644	-.036	-.250	-.103	.637	.709	.680	.734	
HE4	.724	.700	.715	-.520	-.553	.681	.653	.610	-.316	-.410	.565	-.194	.546	.432	.276	.679	.762	.004	-.268	-.072	.665	.741	.730	.717	
HE5	.703	.682	.718	-.584	-.596	.639	.670	.579	-.415	-.492	.480	-.238	.537	.452	.333	.684	.692	-.049	-.313	-.162	.596	.713	.659	.682	
HE6	.565	.522	.556	-.497	-.500	.511	.489	.436	-.343	-.411	.377	-.251	.438	.324	.202	.531	.572	-.014	-.256	-.083	.572	.596	.592	.602	

Final Correlation Matrix – Adjusted Formula (Continued)

HE7	.599	.521	.616	-.450	-.458	.517	.546	.468	-.312	-.387	.433	-.127	.561	.405	.322	.548	.578	-.019	-.227	-.127	.503	.600	.582	.612
HE8	.555	.530	.641	-.463	-.440	.510	.564	.489	-.288	-.365	.446	-.179	.517	.378	.339	.597	.590	-.047	-.250	-.063	.548	.609	.580	.640
HE9	.568	.524	.595	-.429	-.482	.539	.577	.506	-.325	-.394	.428	-.141	.517	.430	.302	.521	.551	-.044	-.231	-.071	.481	.528	.616	.692
HE10	.600	.530	.684	-.443	-.427	.521	.637	.471	-.260	-.365	.405	-.137	.612	.416	.388	.594	.610	.084	-.134	-.011	.542	.637	.636	.646
HE11	.702	.689	.689	-.594	-.615	.692	.630	.574	-.397	-.458	.519	-.239	.484	.403	.246	.684	.739	-.049	-.290	-.105	.609	.805	.708	.712
UV1	.592	.524	.605	-.501	-.522	.509	.578	.472	-.290	-.345	.380	-.236	.434	.273	.205	.554	.597	-.003	-.198	-.076	.663	.660	.594	.607
UV2	-.390	-.389	-.372	.381	.489	-.354	-.378	-.292	.296	.351	-.259	.225	-.274	-.214	-.129	-.339	-.405	.024	.182	.083	-.310	-.471	-.379	-.348
UV3	.610	.566	.609	-.488	-.505	.537	.573	.503	-.332	-.374	.436	-.142	.546	.338	.241	.565	.602	-.046	-.209	-.038	.597	.625	.639	.662
UV4	-.588	-.568	-.520	.515	.545	-.506	-.496	-.431	.364	.349	-.386	.264	-.379	-.313	-.179	-.509	-.553	.099	.222	.121	-.410	-.592	-.454	-.444
Exhilarated	.714	.690	.831	-.435	-.418	.661	.720	.589	-.273	-.349	.523	-.179	.643	.407	.425	.707	.741	.137	-.134	-.022	.639	.601	.563	.586
Happy	1	.861	.852	-.640	-.670	.812	.756	.666	-.441	-.514	.603	-.217	.552	.564	.317	.845	.830	-.002	-.325	-.171	.586	.680	.683	.655
Contented	.861	1	.813	-.544	-.602	.847	.749	.758	-.416	-.475	.665	-.208	.545	.586	.357	.826	.850	-.016	-.279	-.103	.538	.616	.642	.620
Excited	.852	.813	1	-.580	-.577	.750	.832	.635	-.356	-.429	.573	-.161	.656	.539	.448	.830	.849	.103	-.235	-.068	.601	.672	.632	.661
Bored	-.640	-.544	-.580	1	.870	-.519	-.539	-.431	.657	.714	-.359	.425	-.291	-.300	-.088	-.562	-.583	.090	.457	.403	-.462	-.605	-.507	-.514
Unsatisfied	-.670	-.602	-.577	.870	1	-.576	-.526	-.495	.654	.716	-.422	.387	-.276	-.361	-.109	-.576	-.599	.160	.468	.362	-.496	-.601	-.541	-.551
Relaxed	.812	.847	.750	-.519	-.576	1	.663	.797	-.352	-.434	.788	-.143	.578	.593	.285	.799	.831	-.055	-.311	-.164	.591	.627	.701	.629
Stimulated	.756	.749	.832	-.539	-.526	.663	1	.587	-.365	-.455	.469	-.170	.557	.500	.406	.758	.779	.057	-.209	-.077	.504	.605	.557	.597
Serene	.666	.758	.635	-.431	-.495	.797	.587	1	-.289	-.366	.781	-.140	.531	.507	.285	.676	.724	-.168	-.230	-.094	.591	.526	.627	.589
Dreary	-.441	-.416	-.356	.657	.654	-.352	-.365	-.289	1	.757	-.197	.504	-.089	-.169	.035	-.362	-.386	.256	.497	.403	-.234	-.336	-.299	-.290
Dull	-.514	-.475	-.429	.714	.716	-.434	-.455	-.366	.757	1	-.295	.508	-.193	-.223	-.029	-.448	-.495	.115	.489	.440	-.321	-.419	-.365	-.397
Calm	.603	.665	.573	-.359	-.422	.788	.469	.781	-.197	-.295	1	.015	.520	.561	.219	.611	.675	-.120	-.263	-.097	.523	.471	.590	.535
Monotonous	-.217	-.208	-.161	.425	.387	-.143	-.170	-.140	.504	.508	.015	1	.060	.086	.090	-.172	-.194	.277	.274	.283	-.202	-.230	-.178	-.160
Influential	.552	.545	.656	-.291	-.276	.578	.557	.531	-.089	-.193	.520	.060	1	.455	.514	.552	.579	.009	-.092	.042	.448	.438	.487	.500
In Control	.564	.586	.539	-.300	-.361	.593	.500	.507	-.169	-.223	.561	.086	.455	1	.451	.616	.591	.083	-.168	-.032	.336	.374	.472	.409
Dominant	.317	.357	.448	-.088	-.109	.285	.406	.285	.035	-.029	.219	.090	.514	.451	1	.392	.352	.216	.075	.046	.236	.219	.278	.331
Interested	.845	.826	.830	-.562	-.576	.799	.758	.676	-.362	-.448	.611	-.172	.552	.616	.392	1	.870	.035	-.268	-.108	.583	.689	.661	.622
Pleased	.830	.850	.849	-.583	-.599	.831	.779	.724	-.386	-.495	.675	-.194	.579	.591	.352	.870	1	.041	-.300	-.130	.618	.700	.679	.649
Anxious	-.002	-.016	.103	.090	.160	-.055	.057	-.168	.256	.115	-.120	.277	.009	.083	.216	.035	.041	1	.256	.240	-.015	-.014	.025	-.019
Embarrassed	-.325	-.279	-.235	.457	.468	-.311	-.209	-.230	.497	.489	-.263	.274	-.092	-.168	.075	-.268	-.300	.256	1	.745	-.239	-.263	-.248	-.218
Guilty	**-.171**	**-.103**	**-.068**	**.403**	**.362**	**-.164**	**-.077**	**-.094**	**.403**	**.440**	**-.097**	**.283**	**.042**	**-.032**	**.046**	**-.108**	**-.130**	**.240**	**.745**	**1**	**-.065**	**-.182**	**-.086**	**-.053**
E1	.586	.538	.601	-.462	-.496	.591	.504	.591	-.234	-.321	.523	-.202	.448	.336	.236	.583	.618	-.015	-.239	-.065	1	.682	.710	.723
E2	.680	.616	.672	-.605	-.601	.627	.605	.526	-.336	-.419	.471	-.230	.438	.374	.219	.689	.700	-.014	-.263	-.182	.682	1	.769	.713
E3	.683	.642	.632	-.507	-.541	.701	.557	.627	-.299	-.365	.590	-.178	.487	.472	.278	.661	.679	.025	-.248	-.086	.710	.769	1	.785
E4	.655	.620	.661	-.514	-.551	.629	.597	.589	-.290	-.397	.535	-.160	.500	.409	.331	.622	.649	-.019	-.218	-.053	.723	.713	.785	1
E5	.489	.430	.417	-.386	-.407	.496	.363	.460	-.216	-.295	.391	-.179	.250	.316	.074	.457	.502	.040	-.201	-.091	.634	.540	.608	.522
ACS1	.070	.154	.062	-.194	-.180	.117	.156	.128	-.200	-.255	.096	-.077	.059	.136	.007	.083	.101	-.046	-.114	-.185	.003	.158	.120	.014
ACS2	.044	.066	.073	-.116	-.159	.045	.014	.031	-.065	-.066	.088	.049	.016	.204	.072	.070	.025	-.002	-.037	-.036	.034	.008	.060	.021
ACS3	-.151	-.154	-.126	.123	.187	-.095	-.173	-.171	.154	.144	-.092	.140	-.025	-.053	-.090	-.127	-.100	.129	.022	.131	-.147	-.138	-.136	-.160
F1	.726	.691	.735	-.567	-.572	.701	.656	.639	-.331	-.446	.539	-.206	.566	.473	.354	.730	.739	.043	-.205	-.043	.636	.728	.724	.720

Final Correlation Matrix – Adjusted Formula (Continued)

F2	.549	.488	.554	-.458	-.418	.527	.501	.426	-.333	-.411	.383	-.157	.477	.315	.225	.534	.510	.030	-.181	-.095	.502	.586	.574	.558
F3	.644	.630	.658	-.554	-.559	.597	.587	.562	-.388	-.469	.439	-.242	.528	.444	.310	.689	.657	.050	-.203	-.045	.589	.683	.685	.656
F4	.631	.589	.631	-.525	-.481	.567	.574	.529	-.307	-.428	.418	-.222	.505	.430	.267	.637	.614	-.001	-.199	-.057	.574	.638	.622	.673
F5	.690	.659	.684	-.576	-.562	.652	.619	.565	-.382	-.464	.466	-.229	.511	.387	.293	.695	.677	.001	-.230	-.072	.587	.704	.687	.661
F6	.657	.611	.689	-.585	-.553	.588	.605	.490	-.396	-.440	.389	-.196	.494	.434	.356	.647	.636	.044	-.253	-.079	.543	.663	.624	.656
AE1	.561	.593	.602	-.405	-.407	.618	.513	.589	-.236	-.326	.544	-.082	.538	.438	.304	.607	.571	.019	-.194	-.032	.543	.505	.568	.570
AE2	.583	.590	.614	-.364	-.371	.599	.522	.584	-.190	-.283	.512	-.067	.545	.404	.325	.605	.594	.044	-.163	-.002	.530	.527	.573	.586
AE3	.641	.578	.636	-.426	-.418	.615	.530	.546	-.258	-.327	.487	-.123	.535	.372	.352	.613	.571	.006	-.247	-.114	.566	.548	.581	.571
EE1	.218	.308	.214	-.300	-.360	.298	.274	.278	-.379	-.410	.275	-.161	.094	.155	.027	.248	.309	-.155	-.247	-.157	.196	.311	.226	.191
EE2	.054	.119	.073	-.140	-.164	.080	.095	.127	-.213	-.233	.094	-.089	.062	.104	.043	.102	.094	-.153	-.132	-.102	.068	.133	.078	.053
EE3	.124	.029	.051	-.090	-.106	.112	.164	.114	-.095	-.138	.110	-.025	.031	.060	.042	.016	.054	.021	-.029	.035	.054	.056	.095	.004
EE4	.244	.295	.259	-.229	-.218	.270	.260	.206	-.245	-.270	.260	-.085	.162	.215	.095	.281	.313	-.019	-.204	-.103	.281	.238	.226	.224
EE5	.423	.463	.443	-.446	-.464	.509	.368	.398	-.331	-.361	.407	-.157	.275	.330	.135	.408	.494	-.068	-.294	-.214	.336	.483	.401	.320

AA1	.508	.077	.026	-.139	.748	.553	.656	.633	.729	.685	.535	.543	.562	.298	.098	.073	.266	.507
AA2	.393	.096	.044	-.153	.762	.580	.646	.683	.731	.709	.568	.605	.604	.163	.111	.107	.195	.367
AA3	-.370	-.125	-.109	.094	-.572	-.414	-.553	-.486	-.510	-.488	-.378	-.380	-.327	-.335	-.220	-.134	-.175	-.439
AA4	.323	.046	.151	-.165	.548	.471	.478	.516	.515	.513	.408	.422	.426	.169	.073	.015	.143	.324
AA5	-.247	-.137	-.106	.083	-.420	-.309	-.422	-.320	-.397	-.370	-.277	-.244	-.195	-.299	-.193	-.038	-.120	-.307
AA6	.447	.011	.034	-.157	.741	.574	.654	.644	.729	.645	.510	.547	.566	.214	.005	.133	.201	.392
AA7	-.207	-.157	-.037	.060	-.317	-.195	-.347	-.292	-.314	-.285	-.222	-.170	-.197	-.221	-.208	-.134	-.180	-.230
AA8	.409	.038	.135	-.058	.496	.420	.471	.483	.489	.521	.448	.512	.483	.130	-.001	.074	.189	.272
HE1	.429	.081	.068	-.156	.791	.614	.662	.662	.729	.723	.596	.616	.581	.233	.055	.024	.237	.442
HE2	.484	.109	.080	-.139	.732	.559	.642	.644	.699	.704	.582	.620	.598	.162	.026	.139	.238	.405
HE3	.432	.093	.099	-.139	.739	.572	.691	.679	.711	.687	.629	.640	.629	.245	.084	.036	.195	.356
HE4	.471	.145	.045	-.132	.765	.553	.670	.663	.723	.676	.625	.631	.613	.255	.084	.038	.269	.465
HE5	.446	.157	.079	-.176	.764	.600	.701	.687	.752	.730	.637	.650	.632	.192	.055	.036	.237	.436
HE6	.483	.061	.042	-.103	.654	.516	.626	.603	.650	.642	.487	.518	.500	.166	.134	.006	.236	.315
HE7	.395	.098	.074	-.143	.587	.471	.525	.522	.523	.534	.421	.476	.509	.167	.110	.053	.210	.348
HE8	.370	.104	.076	-.185	.639	.490	.624	.594	.593	.618	.532	.566	.534	.183	.049	.012	.169	.289
HE9	.378	.090	.029	-.170	.616	.506	.566	.612	.590	.576	.489	.520	.525	.185	.040	.003	.094	.247
HE10	.422	.110	.053	-.151	.711	.607	.691	.652	.661	.650	.599	.628	.581	.201	.069	.006	.173	.330
HE11	.468	.099	.048	-.161	.787	.559	.711	.668	.759	.712	.577	.598	.570	.233	.050	.134	.200	.462
UV1	.501	.139	.058	-.065	.672	.492	.583	.549	.635	.609	.497	.525	.503	.154	.021	.060	.293	.387
UV2	-.281	-.119	-.076	.127	-.368	-.320	-.386	-.327	-.362	-.313	-.259	-.236	-.245	-.307	-.170	-.155	-.140	-.316
UV3	.442	.125	.058	-.151	.644	.505	.607	.604	.649	.607	.475	.484	.500	.183	.074	.025	.195	.371
UV4	-.304	-.107	-.051	.133	-.494	-.366	-.500	-.423	-.502	-.457	-.347	-.350	-.340	-.322	-.143	-.096	-.191	-.366
Exhilarated	.456	.095	.112	-.143	.690	.540	.597	.561	.623	.632	.555	.592	.600	.198	.055	.105	.314	.338
Happy	.489	.070	.044	-.151	.726	.549	.644	.631	.690	.657	.561	.583	.641	.218	.054	.124	.244	.423
Contented	.430	.154	.066	-.154	.691	.488	.630	.589	.659	.611	.593	.590	.578	.308	.119	.029	.295	.463
Excited	.417	.062	.073	-.126	.735	.554	.658	.631	.684	.689	.602	.614	.636	.214	.073	.051	.259	.443

Final Correlation Matrix – Adjusted Formula (Continued)

Bored	-.386	-.194	-.116	.123	-.567	-.458	-.554	-.525	-.576	-.585	-.405	-.364	-.426	-.300	-.140	-.090	-.229	-.446
Unsatisfied	-.407	-.180	-.159	.187	-.572	-.418	-.559	-.481	-.562	-.553	-.407	-.371	-.418	-.360	-.164	-.106	-.218	-.464
Relaxed	.496	.117	.045	-.095	.701	.527	.597	.567	.652	.588	.618	.599	.615	.298	.080	.112	.270	.509
Stimulated	.363	.156	.014	-.173	.656	.501	.587	.574	.619	.605	.513	.522	.530	.274	.095	.164	.260	.368
Serene	.460	.128	.031	-.171	.639	.426	.562	.529	.565	.490	.589	.584	.546	.278	.127	.114	.206	.398
Dreary	-.216	-.200	-.065	.154	-.331	-.333	-.388	-.307	-.382	-.396	-.236	-.190	-.258	-.379	-.213	-.095	-.245	-.331
Dull	-.295	-.255	-.066	.144	-.446	-.411	-.469	-.428	-.464	-.440	-.326	-.283	-.327	-.410	-.233	-.138	-.270	-.361
Calm	.391	.096	.088	-.092	.539	.383	.439	.418	.466	.389	.544	.512	.487	.275	.094	.110	.260	.407
Monotonous	-.179	-.077	.049	.140	-.206	-.157	-.242	-.222	-.229	-.196	-.082	-.067	-.123	-.161	-.089	-.025	-.085	-.157
Influential	.250	.059	.016	-.025	.566	.477	.528	.505	.511	.494	.538	.545	.535	.094	.062	.031	.162	.275
In Control	.316	.136	.204	-.053	.473	.315	.444	.430	.387	.434	.438	.404	.372	.155	.104	.060	.215	.330
Dominant	.074	.007	.072	-.090	.354	.225	.310	.267	.293	.356	.304	.325	.352	.027	.043	.042	.095	.135
Interested	.457	.083	.070	-.127	.730	.534	.689	.637	.695	.647	.607	.605	.613	.248	.102	.016	.281	.408
Pleased	.502	.101	.025	-.100	.739	.510	.657	.614	.677	.636	.571	.594	.571	.309	.094	.054	.313	.494
Anxious	.040	-.046	-.002	.129	.043	.030	.050	-.001	.001	.044	.019	.044	.006	-.155	-.153	.021	-.019	-.068
Embarrassed	-.201	-.114	-.037	.022	-.205	-.181	-.203	-.199	-.230	-.253	-.194	-.163	-.247	-.247	-.132	-.029	-.204	-.294
Guilty	-.091	-.185	-.036	.131	-.043	-.095	-.045	-.057	-.072	-.079	-.032	-.002	-.114	-.157	-.102	.035	-.103	-.214
E1	.634	.003	.034	-.147	.636	.502	.589	.574	.587	.543	.543	.530	.566	.196	.068	.054	.281	.336
E2	.540	.158	.008	-.138	.728	.586	.683	.638	.704	.663	.505	.527	.548	.311	.133	.056	.238	.483
E3	.608	.120	.060	-.136	.724	.574	.685	.622	.687	.624	.568	.573	.581	.226	.078	.095	.226	.401
E4	.522	.014	.021	-.160	.720	.558	.656	.673	.661	.656	.570	.586	.571	.191	.053	.004	.224	.320
E5	1	.097	.048	-.087	.477	.375	.499	.402	.486	.410	.362	.404	.370	.189	.022	.116	.225	.312
ACS1	.097	1	.180	-.114	.114	.104	.089	.104	.160	.094	.108	.099	.111	.176	.096	.033	.210	.141
ACS2	.048	.180	1	.001	.060	.010	.057	.019	.015	.025	.075	.060	.079	.016	.034	.027	.039	.067
ACS3	-.087	-.114	.001	1	-.155	-.103	-.174	-.159	-.161	-.168	-.114	-.103	-.059	-.201	-.115	-.063	-.054	-.036
F1	.477	.114	.060	-.155	1	.704	.833	.759	.867	.797	.659	.715	.678	.270	.095	.119	.243	.433
F2	.375	.104	.010	-.103	.704	1	.667	.716	.718	.664	.576	.590	.622	.256	.125	.005	.233	.428
F3	.499	.089	.057	-.174	.833	.667	1	.737	.844	.741	.678	.664	.636	.295	.131	.129	.177	.392
F4	.402	.104	.019	-.159	.759	.716	.737	1	.797	.718	.654	.678	.639	.189	.046	.030	.195	.379
F5	.486	.160	.015	-.161	.867	.718	.844	.797	1	.796	.685	.697	.680	.229	.051	.097	.198	.437
F6	.410	.094	.025	-.168	.797	.664	.741	.718	.796	1	.598	.622	.638	.211	.052	.029	.234	.453
AE1	.362	.108	.075	-.114	.659	.576	.678	.654	.685	.598	1	.876	.744	.149	.126	.061	.217	.326
AE2	.404	.099	.060	-.103	.715	.590	.664	.678	.697	.622	.876	1	.783	.090	.041	.015	.133	.285
AE3	.370	.111	.079	-.059	.678	.622	.636	.639	.680	.638	.744	.783	1	.119	.108	.050	.190	.346
EE1	.189	.176	.016	-.201	.270	.256	.295	.189	.229	.211	.149	.090	.119	1	.742	.435	.511	.443
EE2	.022	.096	.034	-.115	.095	.125	.131	.046	.051	.052	.126	.041	.108	.742	1	.525	.473	.260
EE3	.116	.033	.027	-.063	.119	.005	.129	.030	.097	.029	.061	.015	.050	.435	.525	1	.505	.176
EE4	.225	.210	.039	-.054	.243	.233	.177	.195	.198	.234	.217	.133	.190	.511	.473	.505	1	.435
EE5	.312	.141	.067	-.036	.433	.428	.392	.379	.437	.453	.326	.285	.346	.443	.260	.176	.435	1